



In This Issue:

BANKING • INSURANCE ROUNDUP
CHAMBER MOVES MAY 1

Dallas

APRIL • 1960



TO THE COUNTRY
CLUB

OR THE
COUNTRY

***Spring* into a
1960 Lone Star Cadillac**

... for warm weather pleasure.

You'll enjoy the exclusive majesty
of the 1960 Lone Star Cadillac
wherever you choose to go.

Test-drive your model choice today.

Always ample parking.



LONE STAR *Cadillac* **COMPANY**

2301-53 ROSS AVENUE • DALLAS, TEXAS • RI2-7222





puts Neuhoff's famous trademark above the crowd
... in colorful porcelain enamel panels and flashing, luminous
tubing. Take a cue from Neuhoff... get attention, identity,
readability with a McAx "Spectacular"... custom-designed
for YOUR product... YOUR brand... YOUR trademark!

McAX

CORPORATION

- ENGINEERS
- DESIGNERS
- MANUFACTURERS

628 THIRD AVE., DALLAS

NEUHOFF

flashes spectacular advertising
on Stemmons freeway



NEUHOFF BROS.

FOR FINEST
QUALITY PRINTING...



SHAKE HANDS WITH A BENNETT'S MAN!

During its 71 years, Bennett's has grown to be one of the finest printing firms in the Southwest. Having the proper equipment to handle any type of printing job—large or small—is certainly a requirement to be a quality printing concern. Having skilled craftsmen to run such equipment is just as important a requirement.

BENNETT'S HAS BOTH—it is a "complete" printing service. Complete so that you receive the quality of work that you expect at a reasonable cost—that you expect.

BENNETT'S CAN DO IT...AND WE'D LIKE TO PROVE IT ON YOUR NEXT PRINTING JOB!

CALL RI 1-3201 FOR YOUR BENNETT'S MAN...HE'S THE MAN TO SEE!



Bennett's

1829 CORSICANA ST., DALLAS

OFFICE FURNITURE • DUPLICATING MACHINES
PRINTING • OFFICE SUPPLIES

RI 1-3201

DALLAS • APRIL, 1960

10

Important Reasons



WHY YOUR INDEPENDENT AGENT CAN SERVE YOU BEST!

- 1. He is a professional, a constant student of insurance — not just a salesman.
- 2. He is an independent businessman; not an employee of any insurance company, but an impartial representative of several companies.
- 3. He is your neighbor. He operates a local business and knows local conditions.
- 4. He handles all details for you — thus sparing you tedious correspondence with strangers.
- 5. He's available when you need him. Yes, he's as close as your telephone, on call around the clock.
- 6. Having access to the facilities of several companies, he can meet *all* your insurance needs.
- 7. He's on your side. With the independent agent, your interests come first.
- 8. He places your insurance in leading capital stock companies, reliable and strong.
- 9. He keeps an eye on your insurance program *after* you buy it, seeing that your protection is up to date at all times.
- 10. He is a counselor . . . well qualified to advise you on insurance matters. CONSULT HIM WITH CONFIDENCE.



Providing protection through independent agents from coast to coast
TRINITY UNIVERSAL INSURANCE CO.

DALLAS, TEXAS

Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 The Schoellkopf Company

Manufacturers and Wholesale Distributors

1869 Padgett Bros. Company

Leather Goods—Wholesale and Retail

1872 Dallas Transit Company

City Bus Transportation

1874 Binyon-O'Keefe Warehouse Co.

"Moving, Household Goods, and Commercial Warehousing"

1875 First National Bank in Dallas

Banking

1878 National Bank of Commerce

Banking

1884 The Dorsey Company

Printers—Lithographers Stationers—Office Furniture

1889 Austin Brothers Steel Co.

Steel for Structures of Every Kind

1890 William S. Henson, Inc.

Advertising Printing

1893 Fleming & Sons, Inc.

Manufacturers—Paper and Paper Products



ONE of the most active and colorful figures in Dallas business and banking, J. B. Adoue Sr., is shown in the center (rear) of the above photograph. First president of the National Bank of Commerce Mr. Adoue was a partner in the pioneer private banking firm of Flippen, Adoue & Lobit that opened for business in 1878 in the Hughes Building at 725 Main Street. This firm moved to the corner of Elm and Poydras in 1880 and acquired the National Bank of Commerce in 1891. From that time only two other presidents have headed the bank. In 1924 J. B. Adoue Jr. succeeded his father and in 1956 Miss Maurine Jacobs became president. She is the first woman to head a bank in Dallas and the first in Texas to become president of a metropolitan bank. While the stockholders of this bank have been paid more than a million dollars in cash dividends, they have never been called on to subscribe additional capital. In January, 1958 a 100 per cent stock dividend was declared which raised the capital stock from \$150,000 to \$300,000. Today, The National Bank of Commerce has a surplus of \$450,000; Undivided Profits of \$419,000 and deposits of \$16,130,000. The activity of this bank encompasses almost the entire history of Dallas Banking. Now in its eighty-second year of operation, it carries on the personal service traditions of its founder under the slogan: "Where we know you—Not your signature."

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand Inc. Morticians

Originally, Loudermilk, Broussard and Miller

1896 Briggs-Weaver Machinery Co.

Industrial Machinery and Supplies

1902 Cullum & Boren

Red Fox Athletic Uniforms Wholesale and Retail Sporting Goods

1898 Praetorian Mutual Life Ins. Co.

(Formerly The Praetorians)

1903 Smith's Detective Agency

Burglar Alarm, Fire Alarm Radio Patrol Service

1904 T. A. Manning & Sons

Insurance Managers Fire—Casualty

1907 A. C. Horn & Company

Commercial and Structural Sheet Metal

1908 Pure Ice & Cold Storage Co.

Cold Storage

1911 W. W. Overton & Co.

Investments

1912 Stewart Office Supply Company

Stationers—Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation Insurance

1915 Dallas County Physicians & Nurses Registry

Licensed and Bonded

CONTENTS THIS MONTH

HAL DAWSON
Director, Public Relations
Chairman, Editorial Board

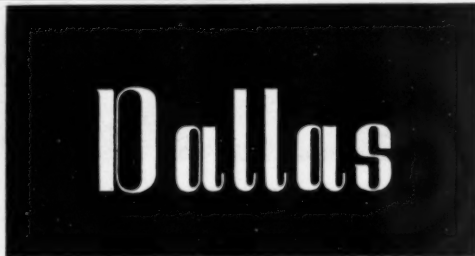
KATHERINE GAINES
Editor

THOMAS J. McHALE
Advertising Manager

LOIS MILLS DURDEN
Advertising Associate

LOUISE TATE
Advertising Assistant

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VOLUME 39

NUMBER 4

APRIL • 1960

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

DALLAS CHAMBER OF COMMERCE

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Vice President and General Manager
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Treasurer
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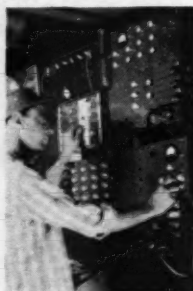
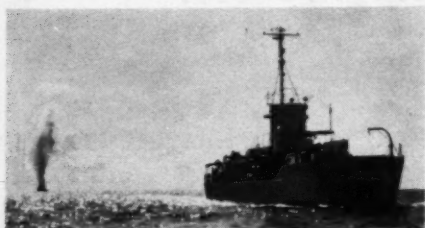
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Advertising rates on application. Subscription rates, \$5.00 per year. Single copies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone RI 7-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.



TO THE OCEAN'S FLOOR ... AND BELOW

Daily aboard TI's 405-ton, 158-foot SONIC—uniquely a complete sea-going seismic and acoustic investigation center—geoscientists are studying and mapping the structure of the earth below the ocean's floor. Illustrated above is the seismic reflection method, with explosive charges detonated nearby for detailed study of energy travel through water and rock. Technicians aboard the SONIC also record refracted seismic energy, measuring signals through the ocean

floor from charges exploded on land or in water as much as 35 miles away. Similar land-based TI geophysical parties are now working in more than 22 countries of the world.

INNER-SPACE KNOWLEDGE FOR OUTER-SPACE TECHNOLOGY ADVANCED BY TI'S

scientific key to Davy Jones' locker!

At a time when the focus is on outer space—a time when we know more about the moon's surface than we know about 70% of the earth's surface—geophysicists such as this sea-going scientist from Texas Instruments are furthering space-age technology with studies of inner space—the oceans.

He represents one of more than 60 global TI geophysical investigation parties who are applying 30 years' experience in earth sciences to measurement of earth's land and sea physical characteristics. Fundamental to modern defense, earth sciences have extended their traditional role in petroleum exploration to gathering information vital to programs in *underwater warfare, missile accuracy, seismic communications, detection/surveillance of nuclear tests, and design of underground defense structures.*

TI's talent for these "down-to-earth" studies dates back to 1930, when the company was formed as Geophysical Service Inc.—the first independent company to perform seismic reflection surveys for oil exploration. And from GSI's early need for sensitive electronic seismic equipment

came an engineering skill that was applied to Anti-Submarine Warfare systems in World War II, and resulted in TI's Apparatus division becoming a leading ASW equipment manufacturer today. This rare blending of earth sciences knowledge and experience with skills in systems and components gives TI a *unique capability in space-age technology.*

The founding company (GSI) is now the geophysical exploration arm of TI's Geosciences & Instrumentation division, and these capabilities are extended to governmental agencies by the Geosciences department. Designing and manufacturing advanced instruments and systems in wide use by these parties and others is the Instrumentation Product group, with such products as *WORDEN** gravity meters, *EXPLORER** seismograph systems and *seisMAC®* seismic computers.

For more about geosciences at TI, write to Central Staff Merchandising for Bulletin DM-101.

*Trademark of Texas Instruments

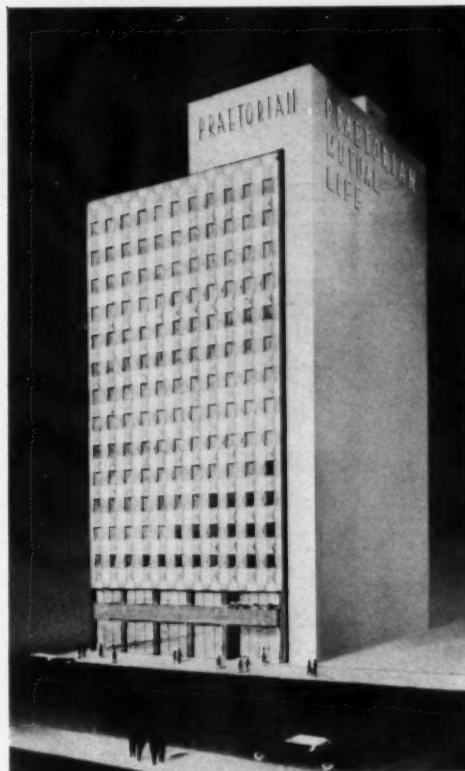
TEXAS  INSTRUMENTS
INCORPORATED

HEADQUARTERS: 6000 LEMMON AVENUE, DALLAS 9, TEXAS. **PLANTS:** ATTLEBORO, MASS. • DALLAS, TEXAS • HOUSTON, TEXAS • VERSAILLES, KY. • ELIZABETH SOUTH, AUSTRALIA • ALMELO, HOLLAND • AVERSA, ITALY • BEDFORD, ENGLAND • BONNEVILLE, FRANCE • BUENOS AIRES, ARGENTINA • MEXICO CITY, MEXICO

OFFICES IN 75 PRINCIPAL CITIES OF THE WORLD

GROWING WITH DALLAS

Praetorian Mutual is Texas' oldest legal reserve life insurance organization — founded as a fraternal society on April 4, 1898. The organization meeting took place in the old Oriental Hotel, on the Akard-Commerce corner now occupied by the Baker Hotel. Dallas' population was 40,000.



Praetorian has grown as Dallas has grown. In 1908 Praetorian completed Dallas' first skyscraper, the 15-story Praetorian Building at Main and Stone. In 1957 Praetorian reorganized into a MUTUAL legal reserve insurance company. Today Praetorian Mutual is operating from coast to coast, and is experiencing the greatest growth in its entire history. Construction is well advanced on the NEW 17-story Praetorian Mutual Life Building.

It's good to grow with Dallas!

PRAETORIAN MUTUAL
Life
OLD LINE LEGAL RESERVE
INSURANCE COMPANY
P. O. BOX 419 • DALLAS 21, TEXAS

J. M. MOTTLEY, *President*

A. E. HILL, *Secretary*

T. H. PENTON, *Vice President & Agency Director*

DALLAS • APRIL, 1960



SAM is on your staff
... *but*, not on your payroll

SOUTHWEST ADVERTISING & MARKETING gives you coverage of more "advertising decision-makers" than any other publication in the Southwest.

Each month SOUTHWEST ADVERTISING & MARKETING delivers your advertising sales message to more Southwest advertising executives than any other publication — regional or national.

In 1958, Southwest advertisers invested over \$44 millions in measurable national media. This year, the total is far greater, and 1960 looks even better. Shouldn't you investigate the possibilities of including the Southwest and SOUTHWEST ADVERTISING & MARKETING in your plans for 1960?

***SOUTHWEST ADVERTISING & MARKETING**

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.

3636 LEMMON AVENUE

DALLAS 19, TEXAS

Inside DALLAS

With tremendous growth that more than matches the growth of Dallas, the finance and insurance industries provide two of the brightest spots in the city's outlook. In this issue, these related industries are studied, and impressive growth figures are cited for each of them.

*

This month's article in the Industrial Dallas series features the brochure on "Dependable Business Climate." In explaining the hows and whys of this dependability, it includes a number of quotes from leading Dallas firms and contains tax and government information.

*

The growing accident rate — and the steadily increasing cost of accidents — is observed by prominent Dallas insurance executive Austin Allen in a special article for DALLAS. This is a study in depth of a story that has been on the front pages of both daily newspapers all month.

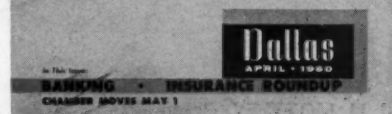
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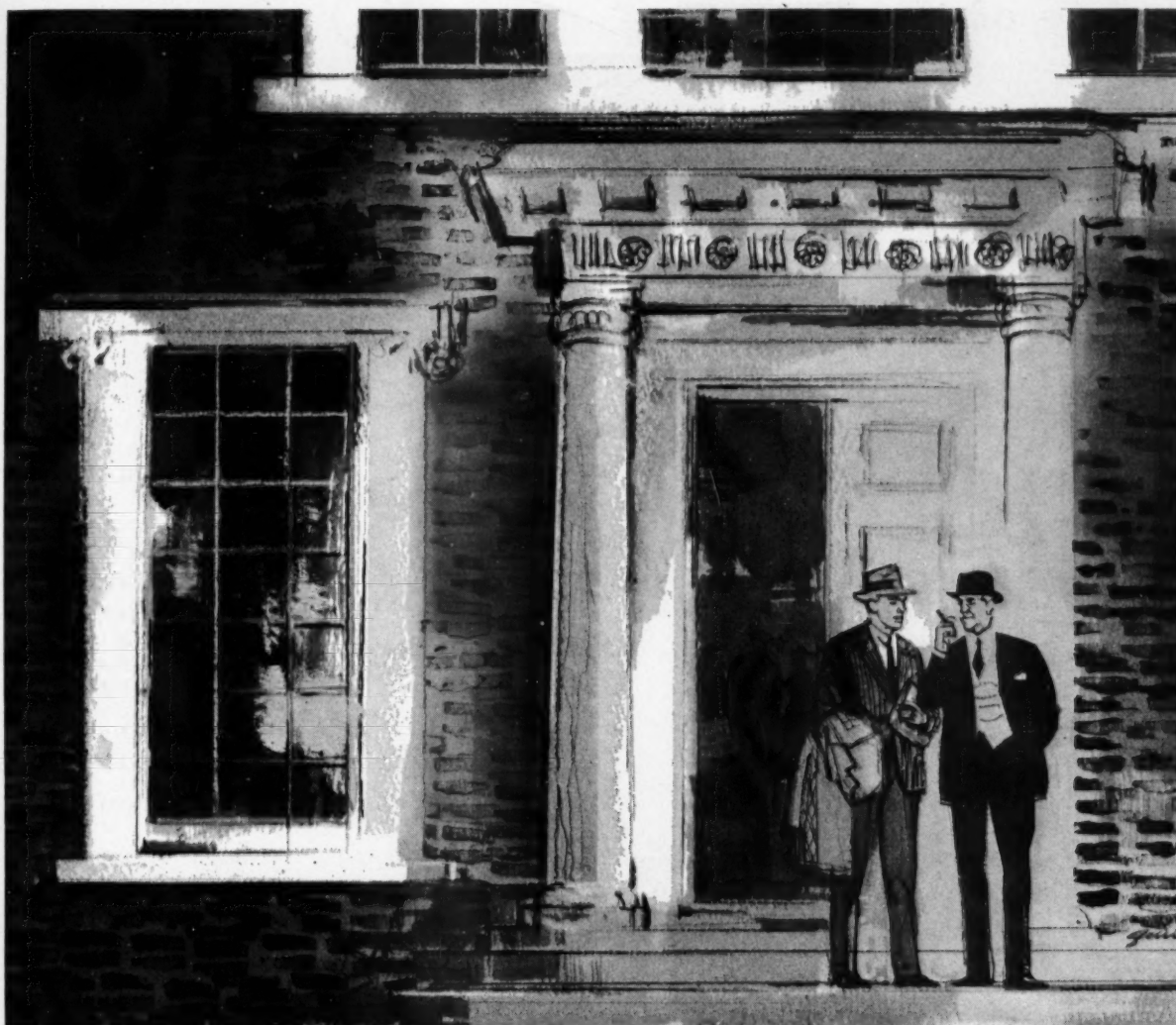
On Monday morning, May 2, the Dallas Chamber of Commerce opens for business in a new location. The full story of this move, first in 40 years for the Chamber, is told in this issue.

*

Since Dallas is one of the nation's leading finance and insurance centers, a view of the city is particularly appropriate on the cover of the insurance-finance issue.

This a view from the popular skyview of the Southland Life Tower, and in it can be seen many of the city's leading financial and insurance institutions. The color photo was taken by Ed Miley.





"Joe, what's the best bank in Texas?"

"Based on our experience, it's unquestionably Texas Bank & Trust Co. of Dallas."

The experience of many businessmen, whether they are company principals or are financial officers of corporations, has been that Texas Bank is the best bank for fulfilling the requirements of industrial expansion and modernization. Texas Bank's Industrial Department not only assists in the site selection, but is prepared to help you analyze your company's program in view of current and future economic conditions. If your company is keeping pace with today's expanding economy, see the Industrial Department at Texas Bank soon.

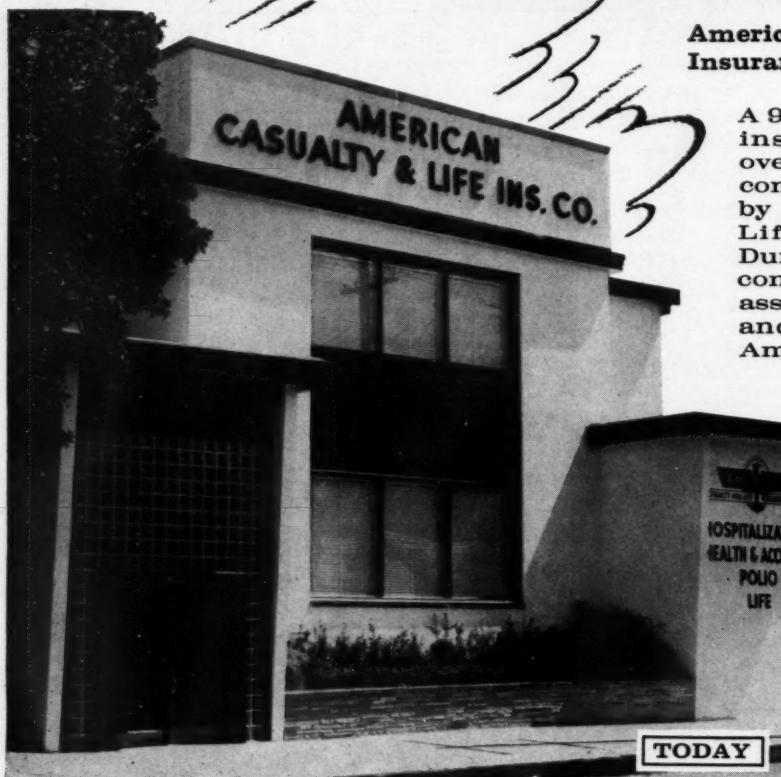
**TEXAS
BANK**
AND TRUST COMPANY OF
DALLAS

PHONE RIVERSIDE 8-9141 / MAIN AND LAMAR / DALLAS, TEXAS / MEMBER F.D.I.C.

one of the **FIRST**

to install

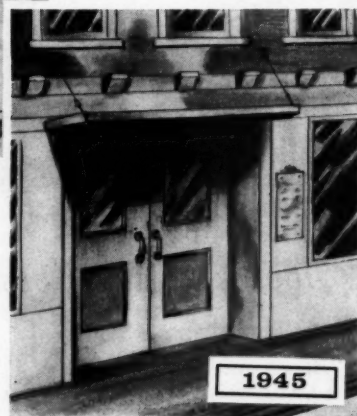
Muzak



American Casualty and Life Insurance Company

A 900 percent increase in life insurance volume in force over a short 9 year period is a commendable record enjoyed by American Casualty and Life Insurance Company. During this same period, the company has increased its assets 76 percent, and capital and surplus 140 percent.

American Casualty and Life was one of the first Dallas firms to install MUZAK. Today, the home office at 2900 Live Oak Street enjoys this built-in planned music service in all its departments.



MUZAK* is the answer to employee's monotony, fatigue, boredom and unavoidable on-the-job noise. These are the enemies of production that reduce profits. Learn what MUZAK* can do for your company — call Tom Keese today — Riverside 2-9257. No obligation, of course.



*MUZAK —
Reg. U.S. Pat. Off.

Muzak

**147 PARKHOUSE
Riverside 2-9257**

...makes the difference


COME IN



FELIX
HARRIS & CO.
Insurance



B. FELIX HARRIS
BEN F. HARRIS
W. L. CARTER JR.
REX S. HARRIS
NED R. HARRIS

 ...for **COMPLETE
INSURANCE SERVICE**

**FIRE - CASUALTY - AUTO
THEFT & ACCIDENT - MARINE**

Firstmen cover the map

In their travels to every corner of the nation, officers of the First help attract new business and industry to Dallas. News of Southwestern growth and development travels with them.



STATEMENT OF CONDITION

at the close of business March 31, 1960

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TODDIE LEE WYNNE
President,
American Liberty Oil Company

ASSETS

Cash on Hand and Due from Banks	\$228,322,820.85
United States Government Obligations . . .	\$103,566,041.10
Public Housing Authority Obligations (Fully Guaranteed)	5,007,143.85
State, County, and Municipal Bonds . . .	32,625,172.43
Other Bonds	3,727,761.57
Stock in Federal Reserve Bank	1,800,000.00
Loans and Discounts	418,859,278.19
Commodity Loans	4,425,059.77
Income Accrued	3,403,219.73
Letters of Credit and Acceptances	4,206,842.60
Banking House and Equipment	8,204,782.99
Other Assets	399,825.43
	<u>\$814,547,948.51</u>

LIABILITIES

Capital Stock	\$ 26,000,000.00
Surplus Fund	34,000,000.00
Undivided Profits	6,896,939.98
Reserved for Contingencies	9,548,358.03
Reserved for Taxes, Etc.	4,430,283.55
Deferred Income	2,897,342.37
Letters of Credit and Acceptances	4,206,842.60
Bonds Sold Under Repurchase Agreement	20,978,630.21

DEPOSITS:

Individual	\$505,173,565.14
Banks	188,075,060.28
U. S. Government	12,340,926.35
	<u>\$705,589,551.77</u>
	<u>\$814,547,948.51</u>



FIRST NATIONAL BANK IN DALLAS

85th year of dependable service

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALE MILLER'S

WASHINGTON

REPORT



The Population Boom

On April 1st the greatest manhunt in the nation's history got underway, as census-takers throughout the country began the prodigious task of counting the population of the United States. What they discover will come as no surprise, however, either to the professional statisticians in the Census Bureau or the frustrated commuters of any congested city across the land. That we are participating in a population boom of unprecedented proportions is an incontestable fact, and the formal tabulations now being prepared will provide only a routine confirmation of it. In fact, any total figure they come up with will have been accurate for only 11 seconds, anyway—for that is the interval of time now required for the population of the United States to increase by one.

In the lobby of the Commerce Building here in Washington there is a huge map of the United States, on which rows of flashing lights constantly compute this remarkable growth in population. They record a birth every $7\frac{1}{2}$ seconds, a death every 20 seconds; and these figures, taking into account also other statistics on immigration and emigration, compute the result of a net gain of one in the population of the country every 11 seconds around the clock. That adds up to nearly 8,000 a day, or nearly 3,000,000 a year. Expressed in another way, a new city the size of Greater Dallas is being born in the United States about every four months of the year.

It goes without saying that this fantastic population growth will prove profoundly significant to the nation's social and economic development in the years ahead, and the planners and researchers are busy assessing its meaning in terms of new markets, new opportunities, and other such mutations in American life. The importance of those approaches to an evaluation of its significance can scarcely be over-estimated; but not to be overlooked, in my opinion, is its political significance

—its meaning to us in relation to the kind of political system in which we can expect to live in the years ahead. This aspect of the problem can be underscored by referring not only to the population growth per se, but also to one the most important characteristics of it. Though our nation is growing rapidly in population, many rural areas are declining. The population trend is inexorably toward the urban centers. So we are growing not only in numbers but in congestion. There are a great many more Americans every day than there were the day before, yet we are tending to huddle closer and closer together.

What this means in relation to our political structure of the future can be simply illustrated. When a man lives alone on some remote island he of course needs no laws; but when the second man comes along, and then the third, some understandings must be reached to provide for the mutual protection of the person and property of each. And as the island becomes more and more crowded with people, more and more laws must be devised to meet the complexities of what has then become a civilization.

This premise, then, seems a reasonable one: the rules and regulations imposed by a civilized society upon itself tend generally to increase in proportion to the numbers of persons who comprise it. And, going a step further, it must be acknowledged that, as a people, we have been progressively sacrificing some of our personal liberties on the altar of a collective society. That may have an ominous sound, but of course it is demonstrably true. All the way from simple traffic regulations and zoning ordinances through the broadest areas of jurisprudence, each of us has submitted to a systematic restriction of his personal liberties in order to acquire the protection provided by the imposition of such restrictions on others.

The process has been unavoidable; it is simply the price to be paid for civilization.

But with our nation growing so rapidly in population, and with that population converging more and more together into teeming concentrations of humanity, there is a disturbing and haunting doubt that such a process can be continued indefinitely without a serious erosion of the structure of our free society. And the problem is being progressively aggravated by the trend of recent years toward organized minorities in American political life. It is perhaps natural in a congested and heavily populated society for individuals of similar economic pursuits or stations in life to band together for some protection of their common interests. But, unfortunately, there is just one short step from seeking a protection against others to seeking an advantage over others.

The efforts of organized minorities to manipulate various preferments have become so competitive in our political life that they are exerting too powerful an

Politics and People: Inherent in population boom are dangers to the processes of a free society.

influence today over the processes of government. Farm blocs, labor unions, military hierarchies, veterans organizations racial groups, and other organized segments constantly seek preferential legislation of one kind or another—often with the result that the benefits accorded to one group are then offset, via political appeasement, by the bestowal of benefits to others.

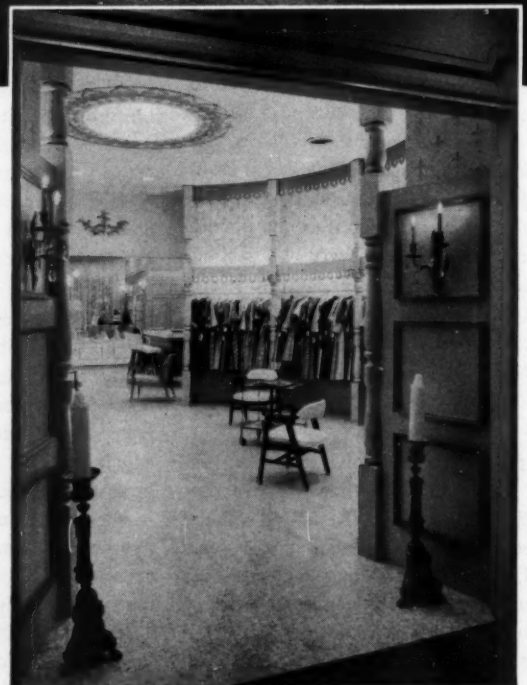
Inherent in the population boom is the grave danger that this trend toward collectivism and paternalism in government will be accelerated. Perhaps it is irresistible. But it seems to me that some heroic effort must be made to throw up a stout defense against it. Some way must be found to convince the average American that he must learn to think and to act in the common interest. Some way must be found to make him understand that he cannot contrive to secure more and more largess from his indulgent government, without surrendering, in return, something infinitely more precious than anything he could hope to receive.

Light DRESSES UP THIS SMART FASHION SHOP



Windows and interiors of this smart shop are high-lighted in high fashion to gain added sales and prestige. Nighttime window shoppers are stopped by the brightly lighted windows that show off merchandise to its best advantage. Recessed boxes in the entry way catch the eye and influence sales. Spotlights capture the beauty of planter boxes.

Inside, light directs attention, stimulates interest and helps create a desire to buy. Decorative lighting adds to the smart appearance and overall beauty of the store. Good lighting can step up sales for you, too. Used effectively, it can be one of your best salesmen. For new and interesting ways to use light in your business, talk to a DP&L representative—he'll be glad to help. Just call RI 7-4011, ask for Commercial Service Division.



DALLAS POWER & LIGHT COMPANY

Leadership for a decade of progress

THE EXECUTIVE COMMITTEE OF RELIANCE LIFE



James H. Bond, Chairman



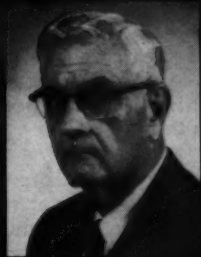
Maurice I. Carlson



John Plath Green



George M. Pavey, Jr.



Cullen L. Tubb, M.D.



Angus G. Wynne

RELIANCE Life



"A company will move only as fast as its leadership!" So reads a business maxim. And with leaders like these, Reliance Life policyowners, agents, employees and shareholders (the component parts of the Company) face a decade of solid and distinguished progress as they enter what truly will be "The Golden Sixties!"

The dedicated men pictured above are the Directors of Reliance Life who serve on the Company's Executive Committee. The full Board of Directors, described by the Alfred M. Best Company, leading life insurance operations authority, as "composed of prominent business and professional men of the Southwest" is as follows:

Lawrence Ackels
Attorney at Law

James H. Bond
Chairman of the Board
Oil-Finance-Government

James Borman
Executive, A&P Tea Company

Maurice I. Carlson
President

Robert B. Giles, Jr., M. D.
John Plath Green

Co-General Counsel

Gilbert Herndon
President, Herndon Produce Company

J. W. Jones
Jones-West Mortgage Company

Lewis B. Lefkowitz
Co-General Counsel

Dr. Edwin D. Mouzon, Jr.
Professor of Mathematics, S.M.U.

George M. Pavey, Jr.
President, Marine Seismic Surveys, Inc.

Cullen L. Tubb, M. D.
Vice President and Medical Director

Fleming A. Waters
Attorney at Law

Angus G. Wynne
Wynne & Wynne, Attorneys at Law

Bedford Wynne
Wynne & Wynne, Attorneys at Law

ESTABLISHED 1946

Writing: Health • Accident

• Hospitalization • Medical

• All Forms of LIFE Insurance

RELIANCE LIFE

AND

ACCIDENT INSURANCE COMPANY OF AMERICA

HOME OFFICE: RELIANCE LIFE BLDG. 505 N. Ervay Street, Dallas 1, Texas

A Measure of Stature

Southwestern Life has grown to be one of the nation's largest insurance companies by any measure . . . it ranks in the top 3%.

Just as the true stature of a man is measured by his character, not his height, the true stature of an insurance company is measured by the character it builds over the years. While proud of its record of growth, Southwestern Life is prouder yet of its ability to meet its obligations . . . and the way it treats its policyowners.

Southwestern Life's obligations to more than 300,000 policyowners are secured by assets of \$480 million. These resources increased by \$30 million in 1959.

And Southwestern Life policyowners are well treated. An ever-increasing part of the Company's new business is from satisfied policyowners coming back for more. Southwestern's insurance in force now exceeds \$2 billion.

Texans own more ordinary life insurance in Southwestern Life than in any other company.



STATEMENT OF CONDITION — December 31, 1959

as filed with the Insurance Departments of the States of Arizona, Arkansas, California, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas.

ASSETS

United States Government Bonds	\$ 43,192,682.26
County and Municipal Bonds	39,161,699.78
Public Utility and Corporation Bonds	59,836,383.89
First Mortgage Loans on Real Estate	216,517,854.65
Collateral Loans	13,080,370.65
Home Office Building	1,500,000.00
Other Real Estate	6,997,024.38
Preferred Stocks	9,774,072.32
Bank Stocks	11,157,611.00
Other Common Stocks	18,808,472.02
Cash	7,599,431.10
Loans Against Cash Values of Policies	33,378,651.73
Accrued Interest and Miscellaneous Assets	2,926,015.18
Net Premiums to Complete Policy Years	16,679,978.32

These are premiums either in process of collection or due to be paid during the current policy year. Proper offsetting liability is included in the policy reserves shown in this statement.

TOTAL ASSETS \$480,610,247.28

LIABILITIES

Policy Reserves	\$408,391,493.45
Premiums and Interest Paid in Advance	3,364,308.95
Reserves for Taxes and Other Liabilities	5,152,421.42
Mandatory Securities Valuation Reserve	12,367,181.90
Total Liabilities	\$429,275,405.72

SURPLUS FUNDS

for Protection of Policyowners:

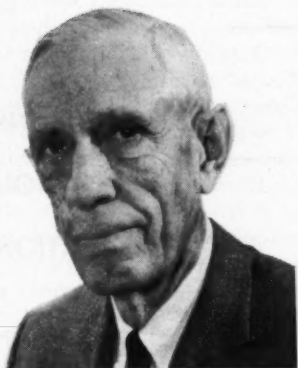
Reserve for Contingencies	\$ 17,334,841.56
Capital Stock	10,000,000.00
Surplus	24,000,000.00
Total Capital and Surplus Funds	\$ 51,334,841.56
TOTAL LIABILITIES AND SURPLUS FUNDS	\$480,610,247.28

For additional information about Southwestern Life's progress in 1959, write for a copy of the 57th Annual Report.

Southwestern Life INSURANCE COMPANY

James Ralph Wood, President • Home Office, Dallas • Founded 1903

FAMILY PROTECTION • BUSINESS INSURANCE
• ANNUITIES • PENSION PLANS • GROUP
PROTECTION • ACCIDENT AND SICKNESS



BERT JONES ... a good friend to hundreds, and eager to count you among them!



GILBERT McLESKEY ... "Our trust department has some special services you would be interested in hearing about."



QUINCY ADAMS ... "happy to counsel with you and your attorney on matters pertaining to trusts."

where there's
a need...

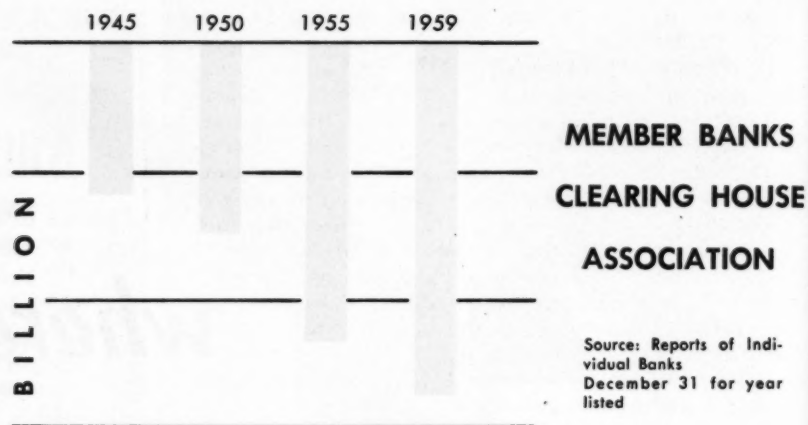
there's a way

at
**EXCHANGE
BANK**

**EXCHANGE PARK
DALLAS**



MEMBER
FEDERAL
DEPOSIT
INSURANCE
CORPORATION



Dallas Holds Powerful Banking Position

by Hal Dawson

The coming decade of the 1960's will be the most prosperous and successful in history for the Southwest — and for all the area major cities. Some cities, however, must naturally fare better than others in this race of growth and expansion. Dallas has tremendous advantages that insure it a healthy head-start in this race. One of the most important is its powerful banking position.

Look only at these facts:

Fact 1: The Dallas Metropolitan Area is by far the leader in the Southwest in total deposits, resources or any other measure of banking activity. It leads the second city by more than a quarter million and is better than a million dollars ahead of the number three city.

Fact 2: Dallas is not dominated by one huge bank as are so many cities. In fact, Dallas has three banks in the nation's top 100.

Fact 3: Only nine cities in the United States have two banks larger than Dallas' two largest. Nearest geographically to Dallas of these cities are Chicago and Los Angeles.

Fact 4: Growth is still important to Dallas banking. Of the 26 banks in Dallas, 15 recorded increases in their capital and surplus totals in 1959.

Add to these facts the intangibles, the force and drive of Dallas bankers, their vigor and competitive spirit. Of these intangibles, the Federal Reserve Bank had this to say:

"Dallas bankers have always been among the leaders in fostering new ways of serving business and the public. Dallas banks have been vigorous, aggressive lenders, recognizing that business growth will stimulate greater deposits and banking growth. Moreover, the competitive spirit among Dallas banks has induced them to offer new and enlarged services to both depositors and borrowers."

Consider all these aspects of the financial picture, and it appears to be a bright one indeed for Dallas.

The field of finance is a leading employer in the Dallas Metropolitan Area. Of the total non-farm employment in February of 431,000, some 9,000 — or slightly better than 2% — were employed in the field of finance, at an annual payroll of

\$48,960,000. Taking the non-manufacturing employment separately, the finance employment becomes 2.7% of the total, an impressive figure no matter how you look at it.

The most recent year-end bank call, December 31, 1959, found \$2.47 billion dollars on deposit in the 26 Dallas banks. Because of national conditions and the overall financial situation, this figure was down slightly (not even a full one-tenth of one percent) from the previous year's figure. But no financial expert became even a little alarmed over the decline.

For, during 1959, bank resources of these 26 institutions had grown from \$2.75 billion to \$2.80 billion, a percentage gain of 1.8%.

And, as for money on deposit, while the total Dallas bank deposits had declined some \$4 million dollars over the previous year, deposits of Dallas savings and loan associations had increased \$41 million. It takes little mathematical genius to see the growth here.

Even with the decline in deposits, Dallas far outdistanced its Southwestern rivals in banking. Taking only the 26 banks in Dallas, deposits exceed all those in the metropolitan area of the number two city (Houston) in the Southwest by some \$150 million. Consider all 65 banks in the four-county Dallas Metropolitan Area and the Dallas lead is increased to some \$325 million. One other city in the Southwest area has bank deposits of more than one million dollars, New Orleans, and its total just slightly exceeds the seven-figure mark. Only other Texas cities with deposits of more than one-half million are Fort Worth with \$712,592,319 and San Antonio with \$654,124,212. All of these figures are from the December bank call.

Of the 15 increases in capital and surplus made by Dallas banks during 1959, largest in dollar amounts was by First National Bank, which went from \$51.1 million to \$60 million. Republic National increased from \$100 million to \$102 million. These two banks, Dallas' two largest, are also two of the largest in the nation. Only cities having two banks larger than these are Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh and San Francisco.

Another significant increase in capital was made in 1959 by Dallas' third largest bank, Mercantile National, going from \$25 million to \$30 million. Other 1959 increases were made by Empire State, Hillcrest State, Wynnewood State, Merchants State, Grand Avenue State, Industrial National, National Bank of Commerce, Casa Linda State, Fair Park National, Lakewood State, South Oak Cliff State and Bank of Services and Trust.

The Bank of Services and Trust made banking news several times during 1959, first with its new name, a change from City State Bank, and later with its announcement of plans to build a 20-story skyscraper home on Commerce Street, occupying the entire block between Field and Kendall. The cite of the new building is now being cleared, with construction expected to begin at an early date.

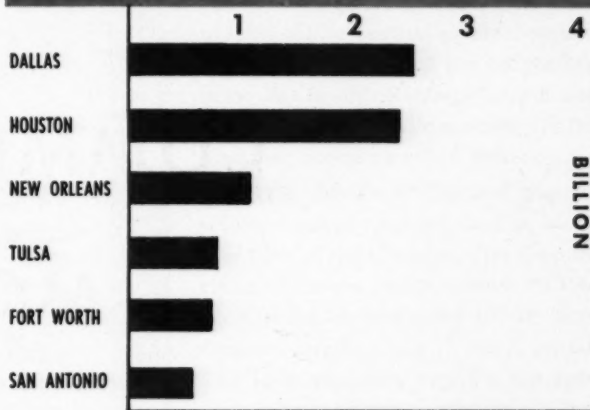
Dallas' 25th and 26th banks opened in 1959. The new Northwest National Bank opened in April in Walnut Hill Village, and Buckner State Bank opened on North Buckner Boulevard in July.

Construction was begun late last year on the new ground-level motor bank facilities of Republic National Bank. These will be located on the block at the corner of Live Oak at St. Paul.

The Republic Bank also installed an electronic data processing system last year, the first such system of its type in the Southwest to be devoted strictly to banking problems. The system, consisting of a variety of IBM units, can perform 78,000 additions and subtractions per minute and can make programmed decisions at a rate of 2,300 per second.

Not only have Dallas' banks greatly influenced the growth of Dallas by their lending ability and competitive spirit but they have helped make the city more important on the national level. As early as 1900, Dallas was recognized as the major financial center of this region, and this recognition was confirmed in 1914 when the regional Federal Reserve Bank for the 11th Federal Reserve District was established in Dallas.

(Continued on page 73)



Source: Chambers of Commerce of Cities Listed

Only the areas marked in yellow on this map have larger banks than Dallas' two largest, and in the Southwest alone the Dallas Metropolitan Area is by far the leader.



CHAMBER OF COMMERCE MOVES

Open for Business May 2

THE Dallas Chamber of Commerce will move into its new and more efficient quarters in the Fidelity Union Tower during the weekend of April 29-May 1. The Chamber will be open for business as usual in its new location on Monday morning, May 2.

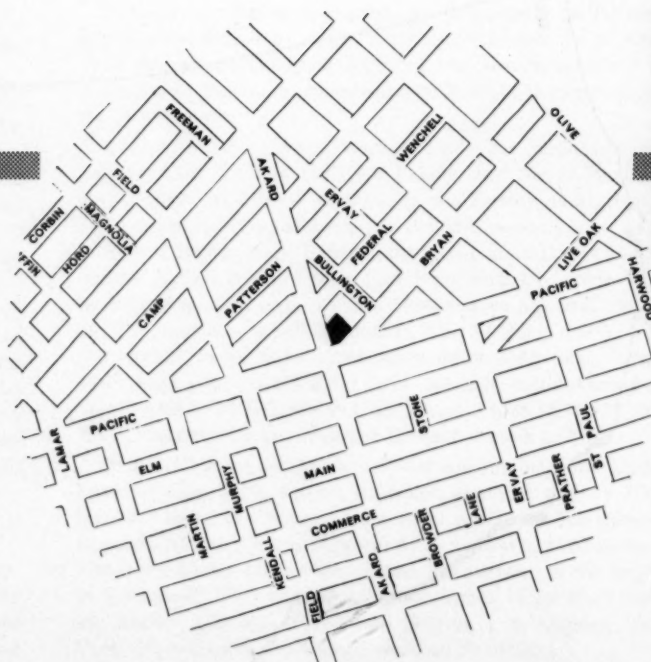
The 31-story skyscraper is located at the corner of Akard and Pacific. The Chamber will occupy approximately 13,000 square feet, almost the entire third floor. The Chamber will also have space in the lobby for an information desk.

For some three weeks the Dallas Chamber has had its lighted sign in place on the Pacific Street side of the building.

More efficient and economical service to members will be made possible in the new location, according to Chamber President L. T. Potter. He pointed out that this new office arrangement permits the location of all offices on a single floor instead of having them spread out over several floors as in the present building. Offices have also been arranged to provide the best functional groupings in the location of the various departments.

Central Downtown Location

New Chamber quarters will be in the Fidelity Union Tower at the corner of Akard and Pacific, shown in center on map opposite.





The Dallas Chamber's new home will be on the third floor of this 31-story skyscraper at Akard and Pacific. Chamber offices will occupy some 13,000 square feet with additional space in the lobby for an information desk.

This means that departments which worked closely together, such as the Industrial Department and the Research & Central Records Department, will be adjacent and will share file and library space. Another grouping will bring together the promotional departments for Wholesalers and Manufacturers, Retail Trade and World Trade. For the first time, the editorial and advertising departments of DALLAS Magazine and the Public Relation Department of the Chamber will be located together.

A central library will serve all departments. Another advantage of the new quarters will be a central supply room and central storeroom, which was not possible in the old Chamber building. This will save space and result in more economy for the Chamber, according to Mr. Potter.

Another feature of the new quarters will be a special room for the Life Members Club of the Chamber. This Club includes all persons who have earned a Life Membership by sponsoring 100 or more Chamber members in a 12-month period. The Club, organized in 1958, has been very active in Chamber activities.

The Dallas Chamber, for some two years the world's largest in number of members, has been in its present location since 1921. During these four decades the Chamber has grown from a small organization to its present size. The quarters had become more unsuitable year by year as the Chamber grew in number of members. The Chamber continually occupied more space in the old building until eventually all available space was taken.

In announcing the move, Mr. Potter said, "The pressing need for a change in office quarters has been apparent for some time. A special Board of Directors Committee did considerable work, over a period of months, to study the matter and report to the Board."

The Chamber's present building at 1101 Commerce was sold to S. P. Cimiotti, Trustee, last fall. The Chamber has been occupying the quarters since through a short-term lease.

THE HAPPY INSURANCE STORY

More Companies, More Assets, More Growth

The Dallas insurance story is a monotonous one — but the monotony has a most pleasant ring:

Growth, growth and more growth.

During 1959 alone, the 141 life insurance companies headquartered in Dallas had an increase of more than \$1 billion in insurance in force — and fire and casualty companies also reported increases.

Unofficial 1959 figures showed that the Top Twenty Dallas life insurance companies reported 1959 gains of \$896,248,313 in insurance in force. In assets, the Top Twenty Dallas life insurance companies reported a gain of \$72,468,041, an increase of 6½% in just one year.

That the insurance industry is a big one in Dallas hardly seems worth repeating. It is an accepted fact now that Dallas can boast of more insurance company home offices than any city in the nation. And most of these companies report fantastic growth. Keeping up with them is almost as impossible as keeping up with the Growing Dallas skyline.

Latest official figures from the Board of Insurance Commissioners of the State of Texas show 169 legal reserve companies of all types with home and/or executive offices in Dallas County. These companies report total capital and surplus of \$223,772,537 and total assets of \$1,336,063,163. Since these official figures are as of August 31, 1958, the Dallas figures far surpass them now.

These figures show 136 life insurance companies with home and/or executive offices in Dallas County, 21 casualty and fire, 7 Lloyds, 3 title, 1 special and 1 reciprocal.

Add to these legal reserve companies the mutual, employee and other non-profit companies headquartered in Dallas, and the list of insurance headquarters here grows to an enormous 220.

This official 1958 figure reflects a gain of 80 companies in just six years.

Grand total of assets of insurance companies headquartered in Dallas according to the Board, was a whopping \$1,335,249,177 — a six-year gain of almost \$600 million. To repeat, these official figures have already been left far behind by the rapidly growing Dallas companies.

Again add to these figures the many important regional and district offices of national insurance companies logically located in Dallas, and the complete domination by Dallas of the in-

surance industry of the Southwest becomes obvious. It has been estimated that of the more than \$25 billion of life insurance in force in Texas, the Dallas-based headquarter companies and the regional offices of national companies control almost two-thirds.

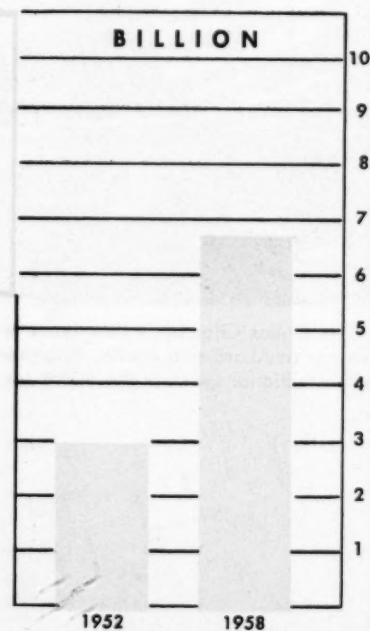
As more and more of the large national insurance companies decentralize their operations, Dallas grows as an insurance center. The major companies have long recognized Dallas the logical location for a regional headquarters to serve the Southwest. Just last winter the Hartford Insurance Companies moved into a new 14-story downtown headquarters building for its Southwestern Department. Other national companies can be expected in the coming months and years to join Hartford and those already in Dallas.

Latest estimates from the Research and Central Records Department of the Dallas Chamber show the importance of insurance employment in the Dallas Metropolitan Area. Approximately 18,100 are employed in the insurance industry, with an annual payroll of \$78,771,000. The insurance employment figure represents 4.2% of the total employment in the area. By the nature of its business, insurance provides a great stability to the Dallas labor force. There are no great fluctuations in this industry, and in Dallas — with a curve going always up — the picture is even brighter.

LIFE INSURANCE IN FORCE

DALLAS
COMPANIES

SOURCE: State Board of
Insurance Commissioners



DALLAS • APRIL, 1960

Even more impressive is the fact that the insurance employment totals more than 5% of the non-manufacturing employment in the Dallas Area.

While insurance provides substantial employment and income to the Dallas Area, it is also a continuing strong source of investment funds. Some \$1 billion of investments in mortgages, stocks and bonds is held by the local insurance companies, and yearly income available for investment exceeds \$100 million.

An easy measure of the growth of Dallas insurance companies lies in the home-office construction being undertaken by many of them. Of course, the Southland Center of Southland Life Insurance Company, the Blue Cross building and the important additions of Reserve Life, Employers Casualty and Praetorian need no explanation. They tell much of the growth of these companies.

Other insurance developments are not so apparent, however. On Turtle Creek, an Insurance Row is developing. Both Mutual of New York and Pacific Mutual are constructing offices in this area.

In Empire Central, the office development adjacent to the Brook Hollow Industrial, a number of insurance companies are constructing new offices or have announced new construction. Among these are Allstate Insurance, which has just moved in its million-dollar-plus building for its Dallas regional office, Insurance Company of North America, which is well under way on its offices there, and Indiana Lumbermens Mutual which has just announced its new building in Empire Central.

Dallas' largest life insurance firm, in assets, the Southwestern Life Insurance Company, announced its purchase of a two-acre tract on Ross Avenue as the site for a new home office building to be erected within the next three to five years. The firm's more than 600 employees are presently housed in the 48-year-old 17-story home office building at Main and Akard.

THE DALLAS TOP TWENTY

INSURANCE IN FORCE

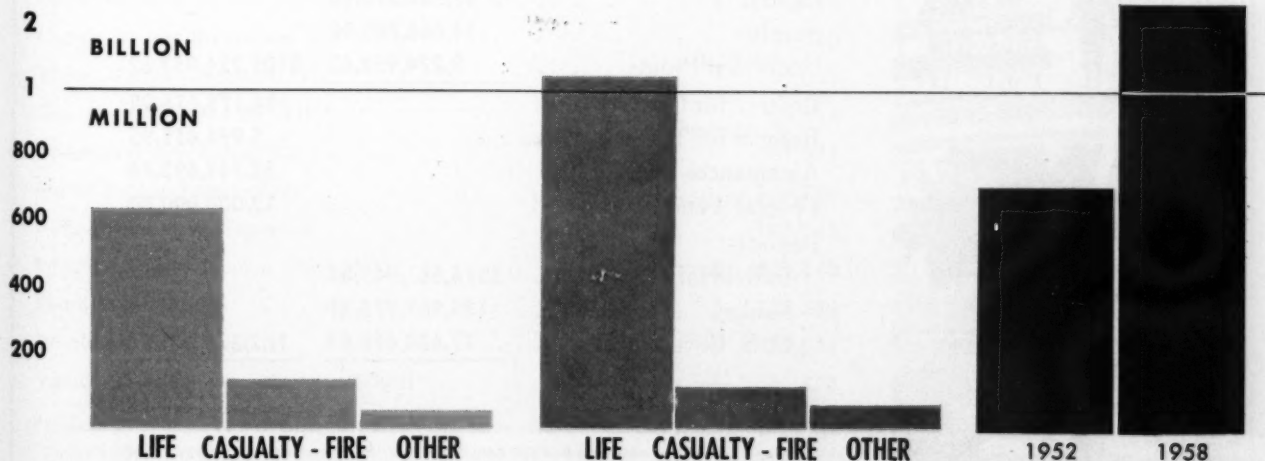
	Dec. 31, 1959	Dec. 31, 1958
1. Republic National Life	\$2,355,689,657	\$1,952,915,513
2. Southwestern Life	1,973,684,210	1,808,208,504
3. Southland Life	1,326,157,430	1,237,361,247
4. Fidelity Union Life	485,348,457	420,262,885
5. Great American Reserve	246,004,349	202,496,439
6. Rio Grande National	211,217,254	196,313,802
7. Great National Life	201,377,404	184,955,221
8. United Fidelity Life	192,038,521	166,308,802
9. Reserve Life	167,497,509	140,651,649
10. Girard Life	101,361,790	100,796,931
11. Universal Life & Accident	91,482,869	89,345,131
12. Praetorian Mutual Life	88,660,128	78,858,968
13. Girardian Insurance	87,330,452	72,166,176
14. Gibraltar Life	72,190,368	64,002,587
15. Industrial Life	66,273,621	53,210,696
16. National Bankers Life	62,177,490	76,540,221
17. International Fidelity	55,623,000	60,316,700
18. Great Commonwealth Life Ins. Co.	50,361,067	35,270,908
19. Mercantile Security Life	50,201,461	36,594,117
20. Guardian Underwriters	45,265,173	47,326,310
TOTALS	\$7,922,722,020	\$7,026,523,707

ASSETS

	Dec. 31, 1959	Dec. 31, 1958
1. Southwestern Life	\$480,610,247	\$450,665,482
2. Southland Life	238,928,894	224,101,656
3. Republic National Life	97,432,772	90,746,931
4. Reserve Life	65,640,051	62,536,060
5. Fidelity Union Life	51,808,589	46,639,580
6. United Fidelity Life	44,668,522	41,528,129
7. Great National Life	41,373,689	38,919,366
8. Praetorian Mutual Life	24,513,459	23,957,303
9. Girard Life	22,903,082	22,816,480
10. Rio Grande National	20,890,317	18,747,297
11. Great American Reserve	19,445,193	16,802,069
12. Guardian Underwriters	19,436,471	19,641,669
13. Universal Life & Accident	16,925,865	16,022,097
14. National Bankers Life	15,733,012	18,165,398
15. Gibraltar Life	9,891,069	8,589,217
16. Mercantile Security Life	6,953,081	6,349,273
17. All States Life	5,963,597	5,485,705
18. International Fidelity	5,185,904	4,896,053
19. United Bankers Life	4,486,559	4,331,853
20. Girardian Insurance	4,414,736	3,795,450
TOTAL	\$1,197,205,109	\$1,124,737,068

4 ASSETS

3 ALL DALLAS INSURANCE COMPANIES



TOTAL (All Dallas Insurance Companies)

SOURCE: State Board of
Insurance Commissioners



REPUBLIC NATIONAL BANK OF DALLAS

STATEMENT OF CONDITION

March 31, 1960

RESOURCES

Cash and Due From Banks	\$243,840,265.99
U. S. Government Securities	115,491,274.67
State, Municipal and Other Securities	22,234,547.62
Stock in Federal Reserve Bank	3,060,000.00
Loans and Discounts	515,384,727.06
Bank Building and Equipment	23,598,306.71
Customers' Liability on Acceptances	26,234,993.76
Other Assets	2,428,806.01
TOTAL	<u>\$952,272,921.82</u>

LIABILITIES

Capital	\$ 47,333,220.00	
Surplus	54,666,780.00	
Undivided Profits	3,224,953.62	\$105,224,953.62
Reserve for Contingencies	14,175,676.99	
Reserve for Taxes, et cetera	5,994,451.95	
Acceptances Outstanding	32,549,493.76	
Federal Funds Purchased	12,000,000.00	
Deposits:		
Individual	\$578,681,943.84	
Banks	185,961,975.21	
U. S. Government	17,684,426.45	782,328,345.50
TOTAL	<u>\$952,272,921.82</u>	

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

CAPITAL AND SURPLUS \$102,000,000



LARGEST IN THE SOUTH

NINETEEN YEARS OF STEADY GROWTH

In 19 years Dallas has grown from a small city of less than 400,000 people to a booming metropolis reaching for the million mark in population. And, as the chart below (compiled by the Research Department of the Dallas Chamber of Commerce) above shows, all the major business indices have jumped to fantastic highs never dreamed of two decades ago.

Significant of this surging business trend are the figures for construction building contract awards. In 1940 they stood at \$28,740,000; in 1959 they pushed a quarter of a billion. Dollar value building permits soared from 16 thousand dollars to over 167 thousand dollars.

In 1940 there were only 102 thousand airline passengers enplaned. In 1959 there were over one and three-quarter million.

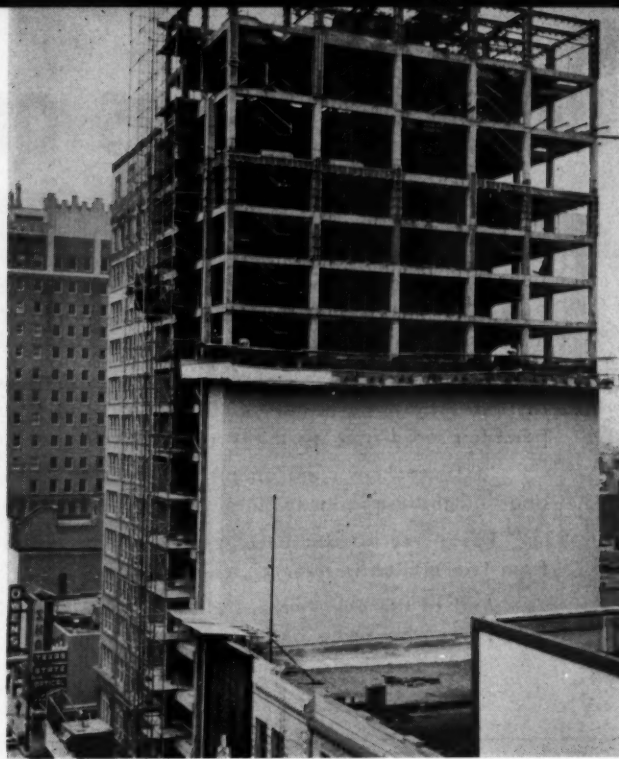
Postal receipts jumped from four million to over 26 million. Bank clearings show an increase from two million to over 27 million.

And so the story goes. Dallas' economic trend in these 19 years has been more than healthy; it has been bouncing and bounding upward, and promises to continue to sail through the sixties.

ECONOMIC TREND OF DALLAS AND DALLAS COUNTY 1940-1959

	1940	1950	1959
Population*	398,564	614,799	955,800
Employment — Total (December)*	162,019	264,495	411,300
Manufacturing Employment*	26,700	52,105	86,025
Bank Clearings (000's)	\$ 2,986,782	\$ 14,451,332	\$ 27,689,157
Bank Debits (000's)	\$ 3,160,201	\$ 15,204,638	\$ 31,519,353
Bank Deposits (December 31) (000's)	\$ 329,703	\$ 1,362,256	\$ 2,471,908
Bank Resources (December 31) (000's)	\$ 362,740	\$ 1,472,334	\$ 2,829,638
Construction Building Contract Awards*	\$28,740,000	\$184,009,000	\$249,838,000
Dollar Value Building Permits	\$16,222,589	\$144,262,629	\$167,684,658
Postal Receipts	\$ 4,597,832	\$ 13,044,551	\$ 26,870,059
Electric Meters (December 31)	91,050	146,275	225,188
Water Meters (December 31)	81,029	131,239	206,229
Gas Meters* (December 31)	84,223	147,976	215,022
Telephones (December 31)	101,071	236,794	422,640
Motor Vehicle Registrations*	122,786	259,278	448,967
Airline Passengers Enplaned	102,045	442,450	1,176,864
Effective Buying Income (000's)*	\$ 301,248	\$ 1,070,810	\$ 1,777,806
Retail Sales (000's)	\$ 188,536	\$ 1,358,803	\$ 793,005
Wholesale Sales (000's)*	\$ 479,834	\$ 2,953,493	\$ 2,238,449
Value Added by Manufacture (000's)*	\$ 61,458	\$ 718,985	\$ 238,839

*Includes all of Dallas County. Other data except telephones cover only the City of Dallas and its four "island" cities — Highland Park, University Park, Cockrell Hill and Fruitdale. Number of telephones includes Duncanville, Farmers Branch, Grand Prairie, Hutchins, Mesquite and Richardson in addition to Dallas and its four "island" cities.



New Buildings for Insurance

Growing, growing, growing—the boom of Dallas' insurance business is concretely evidenced in construction now underway in all parts of the city.

In downtown Dallas, the Hartford Insurance Companies, the Southland Center of Southland Life Insurance Company, the Blue Cross Building, and large additions of Reserve Life, Employers Casualty and Praetorian have rapidly changed the skyline. And more change is assured in the next few years with Southwestern Life

Insurance Company's purchase of a two-acre tract on Ross Avenue for a new home office building.

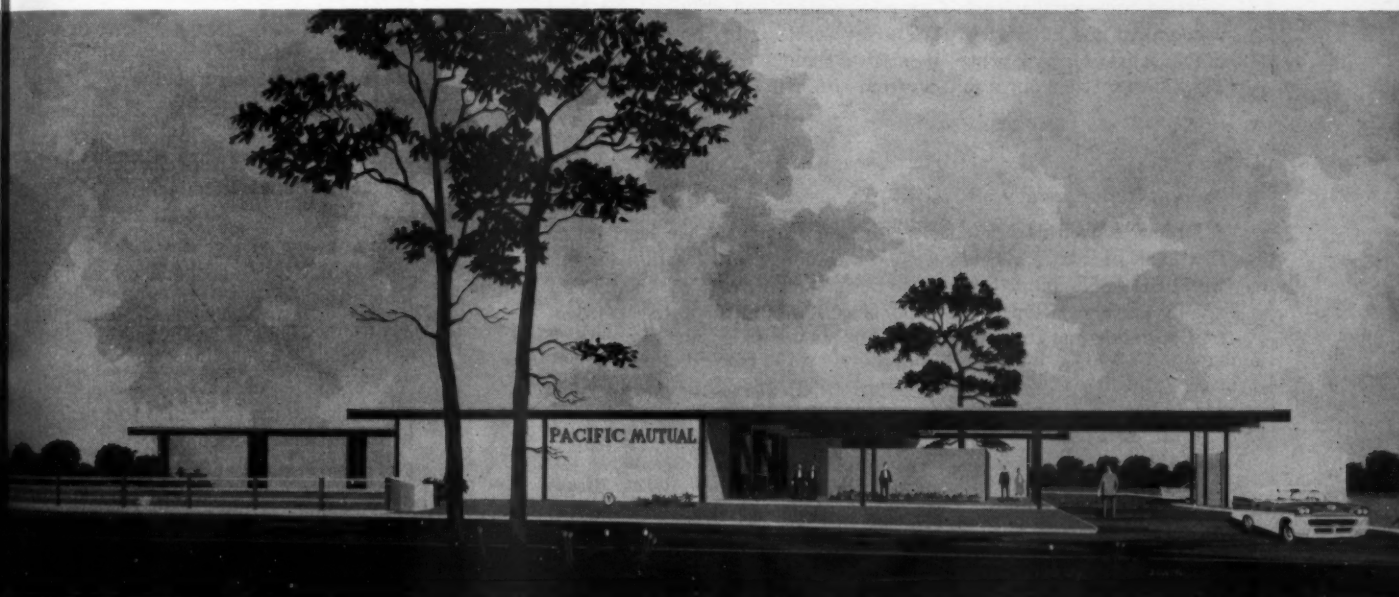
In outlying areas, Mutual of New York and Pacific Mutual are building on Turtle Creek. In Empire Central new offices are under way for Allstate Insurance, Insurance Company of North America and Indiana Lumbermens Mutual.

These and others show that a glance at construction in the insurance field alone bears out the burgeoning growth of this business in Dallas.

Hartford Insurance Companies (top row, far left) moved last winter into its new 14-story downtown headquarters building, housing the Southwestern Department.

Important additions for Praetorian (top row, left) are now underway in the heart of downtown Dallas.

Also in the central part of the city is the huge new Blue Cross building (right) which dominates the 2200 block of Main.



Allstate Insurance Companies has just moved its regional office into a single story, modern building in Empire Central (bottom row, left).

Architect's drawing above shows the new building now under construction for Pacific Mutual in the Turtle Creek area.

Mutual of New York (right) has also joined the Insurance Row, rapidly developing on Turtle Creek.



Dependable business climate

Facts every Dallasite
can use in selling the
city.

"Wonderful support..."

Essentially, it is *people* who have made this such an important industrial area. The men and women of North Texas comprise a resource of highly valued skills. Chance Vought has enjoyed wonderful support from the area manufacturers and small businesses to whom we sub-contract considerable work. City governments and utilities have been cooperative and efficient in their many services. In short, the people of the Dallas area have proved themselves staunch friends and neighbors. They have speeded our transition from *visitor* to *citizen*.

F. O. DETWEILER, *President,*
Chance Vought Aircraft

"Serves our needs well..."

Dresser moved its headquarters to Dallas in 1950. We have found that Dallas serves our needs well — with convenient location for our world-wide operations; dependable business climate; a good supply of quality personnel; superb educational and cultural facilities; excellent transportation and communications; adequate banking facilities; and all other services our business requires.

H. NEIL MALLON, *Chairman of the Board,*
Dresser Industries, Inc.

"Valuable assets..."

TI's most valuable asset is its people. Dallas' most valuable asset is the same — a wonderful supply of Texans and folks we find willing to move to its metropolitan confines from every state and many parts of the world. . . . There is an intelligent, honest and hard-working local government and an aggressive citizenry which plans and works effectively together. Community spirit and the individual ingredients which compose it — a sense of pioneering, a recognition of work to be done, and a willingness to serve and be cooperative — abound!

J. ERIK JONSSON, *Chairman of the Board,*
Texas Instruments Incorporated

"Enlightened leadership..."

Dallas has good government and enlightened business and civic leadership. It is a city in which business people always pull together in any big job — whether it is building a needed improvement or staging a Community Chest drive. . . . Dallas is a good place for people to live . . . and industry, after all, is people.

S. M. GLADNEY, *Manager,*
Southwest Division, Sun Oil Company

(Editor's Note: This is the second of a series of nine articles on the basic Dallas information brochures being used to answer initial inquiries in the Industrial Dallas national advertising campaign. While many of the facts contained in the brochures are familiar to Dallas businessmen, each of the nine contains fundamental information that every Dallasite can use in selling the city. This booklet, "Dependable Business Climate," contains information on city government, taxes, business regulations and quotes from 12 major organizations on the Dallas advantages. Excerpts from these quotes are included with this article.)

In Dallas a unique combination of economic, political and social attitudes — dependable business climate — makes it easier to operate with greater economy and profit . . . in short, to make more money.

Dependable business climate is a major reason why industries now in Dallas find they can do business more successfully here than in other areas.

Dallas' dependable business climate has many ingredients, including:

1. Business-like local government — with partnership, not partisanship, the philosophy of government.
2. Fair and equitable taxing policies that don't try to kill the goose — and absence of restrictive regulations.
3. An aggressive, civic-minded citizenship still close to the frontier heritage of independence, self-reliance, and get-the-job done determination.
4. Healthy labor conditions — strong state laws which give employers and employees a fair and equal break in labor relations.
5. A sustained tempo of dynamic growth — a strongly expanding economy.
6. A diversified economic base — quickly responsive to opportunities, and resilient in times of recession.
7. Orderly metropolitan growth — under a series of master plans since 1908: for example, Dallas water resources are blueprinted to 2000 A.D., for an additional 1½ million people.
8. An exciting city in which to work and live — superb educational, cultural and recreational facilities.

City government

Dallas' municipal government is directed by business men using business methods . . . and managed on the basis of partnership — not partisanship.

The result is honest, efficient, economical, and progressive government. For decades no scent of scandal has come out of city hall — only progress.

This is a point which cannot be overlooked when weighing locations for a headquarters office, plant, sales office, or

other business operation. It is a fundamental reason why American industry has chosen Dallas as its Southwestern headquarters city.

The Dallas city government is a business operation, and the taxpayers are the "stockholders." Every two years they elect a "board of directors" (eight city councilmen) and a "board chairman" (the mayor).

Councilmen serve at considerable personal sacrifice. Their work schedules are heavy, yet through a sense of civic duty and pride, they devote thousands of hours to the city's affairs. For this they receive \$20 a meeting, with a ceiling of \$1,040 a year.

The board employs a "general manager" (city manager), to run the business under policies formulated by the board. The council meets weekly and stays in closer touch than most company boards do.

The general manager selects his staff (municipal department heads) and coordinates and directs their work. He holds the reins as any other executive would, and is responsible to the council for the manner in which his staff and their employees perform.

An independent Civil Service Board, serving without pay recruits employees, rates their jobs, and keeps employment out of politics.

All this pays dividends in better services and lower taxes.

The effect is seen in the provision of adequate city services before they are actually needed, to take care of the spectacular growth, and the complete absence of stop-gap policies and frantic attempts to correct the worst evils after they are felt.

For example, from September 30, 1950, through September 30, 1959, the city spent an average of \$18 million a year, or a total of \$180 million for major capital improvements — water and sewage facilities, parks and playgrounds, streets and public buildings. During this period the bonded debt of the city increased only \$77 million.

Dallas continues to maintain a relatively low tax rate in spite of the city's rapid growth and requirements for heavy capital investments. This accomplishment is a clear result of non-partisanship, business-like municipal government.

Still another example is Dallas' approach to long-range water requirements. After a series of major engineering and economic studies, the city acquired water resources sufficient to meet Dallas' predicted needs through 2000 A.D.

In fiscal 1957-58, the city collected 99.06% of all of ad valorem taxes levied

— further evidence of fair and consistent tax valuation and collection policies.

County government

A five-man commissioners court is the administrative body for Dallas County. The court sets the county's annual tax rate, approves the tax roll, and supervises the expenditure of all county money. It appoints the county engineer, county health officer, purchasing agent, and county librarian, and performs other administrative and semi-judicial duties.

The court cannot set nor direct the policies of elected office holders. Its main control over other county departments is through the budget. No budget funds can be spent, not even for salary raises or new employees, without the court's approval.

Ad valorem taxes — city, county and state

All persons, firms and corporations, whether domestic or out of state, are required to render their real, personal, or mixed property (owned in Texas as of January 1) for city and school tax purposes prior to April 1, and for county, hospital district, and state tax purposes prior to May 1 each year.

Tax rates per \$100 assessed valuation for property within the City of Dallas are: City, \$1.56; school, \$1.09; county, \$0.90; hospital district, \$0.46; and state, \$0.42 (rates as of January, 1960). Ad valorem taxes for the city and Dallas Independent School District are assessed and collected by the city. The county assesses and collects taxes for county, state, and hospital district.

Real property

The city and the school district base their appraisal of buildings and other improvements on 1941-1942 cost levels, which approximates 45% of current market value. Land normally is appraised at an equalized value, depending on usage and potentialities. Assessment is at 100% of the appraised value, resulting in an assessed value on the tax roll that approximates 45% of the current market value of the site and improvements.

For county, county-wide hospital district, and state levies, buildings and improvements are appraised at 1940-1941 cost levels, which approximate 40% of current market value. Land is appraised at an equalized value, depending on usage and potentialities. Assessment is at 55%

(Continued on Page 52)

"Climate is ideal..."

Throughout its entire history, Dallas has been an outstanding business center. This is true because of the great vision and aggressive effort of leadership. An intelligent city government that has appreciated the problems of business has produced a climate conducive to growth and expansion. The geographical location and the center of a tremendous market, made accessible by railroad, highway, and airplane, has been a factor. The civic and cultural assets make Dallas a delightful place in which to live. Because of this phase alone, many new citizens and industries have wanted to locate here. Together, these make Dallas a logical choice. The climate is ideal business-wise, political-wise, and weather-wise.

R. L. TAYLOE, Vice President,
Sears, Roebuck and Co.

'Potentials are outstanding...'

The key to the rapid growth of Dallas is found in the extraordinary leadership of its citizens, which has provided the ability to capitalize upon the land, locational, and climatic resources of the area. Dallas has never been without a strong group of civic-minded, progressive leaders who have been willing and able to support projects designed to improve the community. This continuity of dynamic leadership throughout the history of Dallas is one of the principal distinguishing characteristics which set Dallas apart from many other major cities and is the most significant single factor responsible for the city's growth... Dallas and its leaders have shown a capacity for meeting all challenges to the city's growth and may be expected to do so in the future. "Big D" of tomorrow can be an even more fascinating, prosperous city than the one of today — its economic and cultural potentials are outstanding.

THE FEDERAL RESERVE BANK OF DALLAS

In a special economic report published in 1959

FEDERAL RESERVE GROWS WITH DALLAS

By Mike Quinn

THERE is a new look just around the corner at Akard and Wood as the Federal Reserve Bank of Dallas gets a beautiful new five-story addition to the old building.

The new building — part of the \$7,000,000 construction and remodeling job being done — has three stories underground where all securities, money, and mail are handled.

Officials at the bank report the new construction is about 95 per cent complete, but that the remodeling of the old building is somewhat slower because the moving of personnel is involved. New construction and remodeling combined are about 80 per cent complete.

Completion date is set for October 1, 1960.

While the Federal Reserve Bank of Dallas is taking on a new look, the origin of the bank and its operation and services to member banks goes back to early 1913 when the Federal Reserve System of American banking was first organized.

In 1949 the system was revamped and many of the original purposes and aims of the system were changed, however.

The original philosophy of the act indicated intention to bring about not only certain decentralization of banking resources, so far as national needs were concerned, but the centralization of legal reserves within the districts and inter-districts and intradistricts mobility through Federal Bank Board supervision.

One thing that has not changed is the 1913 set up of districts across the United States and Federal Reserve banks in these cities: Boston, New York, Philadelphia, Cleveland, Richmond, Atlanta, Chicago, St. Louis, Minneapolis, Kansas City, San Francisco, and Dallas.

The Federal Reserve District, with Dallas as the headquarters, serves most of the great Southwest, including all of Texas and parts of Louisiana, Oklahoma, New Mexico, and Arizona.

Within the district makeup are three Federal Reserve branch cities: Houston, which serves the Gulf Coast area and part of East Texas; San Antonio, South and Southwest Texas, and El Paso, far West Texas, and parts of New Mexico and Arizona.

Some of the current duties of Federal Reserve banks, such as the one in Dallas, include: to hold as deposits the required reserves of member banks; make examinations of member banks; report their conditions to the Federal Reserve Board of Governors; establish branches and agencies with approval of the Board; grant loans and advances to member banks; make direct loans to business when member banks cannot provide funds; act as fiscal agent for the Federal Government and its agencies, and several more dealing with clearing and handling securities.

Within the structure of the Dallas bank, are several departments, each serving a particular phase of bank operations.

The Cash Department oversees the shipment of coins and currency to member banks—handling also the shipment of currency declared unfit to the Treasury Department in Washington for destruction.

The Transit Department handles cash and noncash collections daily. Postal money orders are also handled by this department.

In charge of the process of issuing, exchanging, and redeeming securities is the Fiscal Agency Department. Included in its operation are savings bonds.

The Loan and Securities Department's activities are reflected in its name, while the Commodity Credit Department keeps a statistical eye on the cotton crop and repayment of producers' notes through the release of cotton.

The Research Department distributes economic information to provide up-to-date economic analyses, especially on the trend of the recession and/or recovery.

Here continuing studies on the impact of changing monetary policies are maintained throughout the year, and special studies on the financing of small business are conducted.

Some of the Department's publications are *The Business Review*, *Farm and Ranch Bulletin*, and *Agricultural News of the Week*.

Other departments which are self-explanatory are the Examination, Bank and Public Relations, Personnel, and Auditing departments.



FEDERAL RESERVE BANK OF DALLAS
GRAYDON GILL & H. W. WHITE ARCHITECTS-ENGINEERS
1000 TEXAS STREET, SUITE 1000, DALLAS, TEXAS 75201
ROBERT E. WHITE GENERAL CONTRACTOR, INC.
1000 TEXAS STREET, SUITE 1000, DALLAS, TEXAS 75201

DALLAS LEADS TEXAS

In 26 Billion Dollar Insurance Business

Editor's Note: The following story was written especially for DALLAS by the Institute of Life Insurance of New York City. It covers the growth of life insurance activity in Texas in the past decade and establishes Dallas as undisputed leader in this field.

New York—Texas' reputation throughout the country and the world may seem to run to its mineral and agricultural resources and to thinking and acting B-I-G. The State's greatest resource is its people, of course, and part of this treasure lies in the financial security that Texas families establish for themselves through the benefits of life insurance.

To help provide this security and to keep pace with Texas' expansive economy, many new life insurance companies have been organized all over the State in recent years to supplement those long in business here, whether "domestic" (Texan) or "foreign" (out of State).

In fact, Dallas alone has the home offices of more life insurance companies than any other city in the country—not excepting New York City or Hartford, Connecticut—and at last count by the Institute of Life Insurance, New York City, claimed 141 such headquarters. If the home offices of all the other kinds of insurance companies were included, we would surely see that several hundred insurance organizations, many of them national in scope, are Dallas-based.

While no figures are available on life insurance ownership by cities or metropolitan areas, there are State-by-State data and these include an estimate of \$26 bil-

New York Institute of Life Insurance Credits Dallas with 141 Life Home Offices, More Than Any Other City in the U. S., including New York and Hartford.

lion of such protection outstanding in Texas at the end of 1959. This is an all-time record and is more than three times the \$8,300,000,000 in force in the State ten years ago. Moreover, it represents a jump of \$20,000,000,000 since the end of World War II.

The estimated \$26 billion compares also with a little more than \$19,500 million at the end of 1956, \$22 billion at the end of 1957, and \$23 billion at the end of 1958.

These statistics show that the Lone Star State ranks sixth in the country in life insurance ownership. They disclose also that the average ownership per Texas family last year was about \$8,600, against a national average of \$9,300 per family. The family figure here, however did increase 150 percent in the ten years 1949-59.

Ordinary life insurance was bought by Texas families in 1959 in the amount of \$3,150,000,000, up \$262,000,000 from the preceding year and almost \$2,700,000,000 from the end of World War II. Ordinary insurance makes up the largest percentage of life insurance owned in the United States and constituted more than one-half of life insurance ownership here at the end of 1959, approximately \$15,000,000,000 of the \$26,000,000,000.

With the sustained growth in life insurance ownership, the flow of benefit payments to Texas families has also increased materially. Death benefit payments in this state were \$121,198,000 for 1959 and payments to living policyholders were about \$170,000,000. This would give

a total benefit payment in the year 1959 exceeding \$290,000,000, some \$30,000,000 more than the year before. Last year's death benefit payments were about \$85,000,000 more than in 1945.

As a by-product of this increased insurance, the investment of life insurance dollars, creating and maintaining jobs and aiding the economy of this State, has grown rapidly in recent years.

At the start of 1959 a representative group of life insurance companies, with about 85 percent of the total assets of the business, had \$9,682,304,000 invested in the West South Central states, of which the Lone Star State is one. This was 5.3 percent more than the year before and a rise of 212 percent since 1945. It represented a rise of \$6,576,150,000 in this region since the end of World War II.

These life insurance dollars went across a cross-section of the economy helping to finance home building, factory construction, farms, community improvements and a long list of other activities in the state. The life insurance companies of the country at the start of 1959 had \$3,926,142,000 invested in Texas mortgages alone, representing housing for thousands of families.

One of the factors contributing to the extensive growth of life insurance in the Lone Star State has been the activity of its own companies, as evidenced by the fact that Texas-based firms at the start of 1959 had \$17,250,000,000 of life insurance in force throughout the country. And Dallas is the hub of all this activity.

Two stars over Dallas . .

where the MONY Star, symbol of Mutual Of New York, shines so congenially with the Lone Star.

Here are a few examples of this congenial relationship:

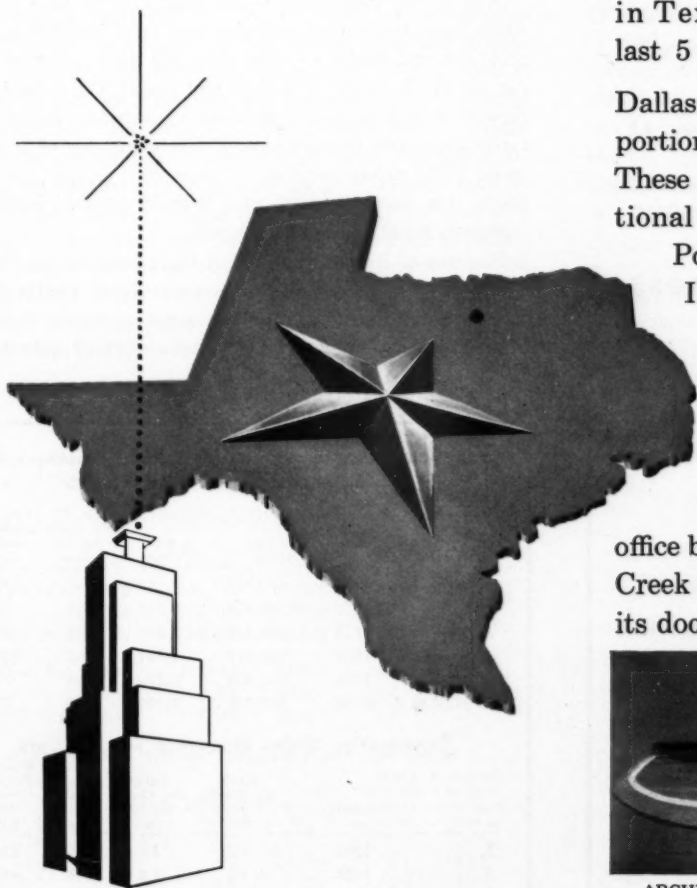
Dallas is the headquarters for MONY's entire Southwestern Region which includes 23 life insurance Agencies in 9 States.

Dallas leads all our other Texas Agencies in life insurance sales—and MONY's premium income and insurance-in-force throughout the State grew ten times as fast, during the Fifties, as they did throughout the country as a whole. MONY's total insurance-in-force in Texas has more than tripled in the last 5 years.

Dallas companies have received a substantial portion of MONY's total Texas investment. These companies include Braniff International Airways, Texas Industries, Texas Power & Light, Ling-Altec Electronics, Inc., Delhi-Taylor Oil Corporation, Southwestern Public Service, Southern Union Gas, and Diversa Inc.

MONY is proud to be a part of Dallas' past, present—and future.

We are also proud of our new MONY office building at Fairmont Street and Turtle Creek Boulevard in Dallas which will open its doors this summer.



ARCHITECT'S SKETCH OF MONY's NEW DALLAS HOME.

PRESENT DALLAS AGENCY OFFICE:
WILSON BLDG., 1621 MAIN ST.
TEL. RIVERSIDE 1-3832
R. PERCY GOYNE—MANAGER
CLAYNE ROBISON—REGIONAL V. P.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N. Y.
Sales and service offices located throughout the United States and in Canada



For Life, Accident & Sickness, Group Insurance, Pension Plans, **MONY TODAY MEANS MONEY TOMORROW!**

ACCIDENTS

by Austin F. Allen

Chairman of the Board
Employer's Casualty Company

Pack High Costs For Dallas

Rising Traffic Toll Means Future Losses For Dallas Business

Traffic deaths and traffic accidents are back on the front pages of Dallas newspapers. At mid-April, the 1960 traffic toll in Dallas stood at 29 — more than double the 13 killed in Dallas during the same period last year. Behind these headlines and behind the rising tide of motor traffic accidents are economic problems that concern every business man in Dallas.

Why is this happening — and what can be done about it? Aside from the human suffering and grief incident to motor accidents and deaths — what does this news mean to Dallas car owners in terms of dollars and cents? The record of the present in cold statistics provides an accurate barometer of future insurance costs. Unless Dallas comes up with an adequate traffic safety program to cope with present and future needs, this rising accident trend with its needless human and economic waste will not be stopped.

Because of its geographic and trade position, its far-flung suburbs and its pattern of business and living, Dallas depends far more than most metropolitan areas on motor transportation. Every new downtown skyscraper — every suburban ex-

RIISING ACCIDENT RATE

Statistical Information from
Dallas Police Department Records

Line No.	Col. (1) 1950	Col. (2) 1953	Col. (3) 1956	Col. (4) 1958	Col. (5) 1959
1. Population					
Estimate	434,000	551,200	611,000	679,300	691,000
2. Motor Vehicle					
Registrations	259,000	311,400	358,900	456,000	488,000
3. Accidents	10,048	15,223	16,756	19,555	21,435
4. Injuries and Deaths .	2,043	3,309	2,772	3,180	3,890
5. Acc/100,000					
Population	2,315	2,761	2,742	2,878	3,102
6. Acc/100,000					
Motor Vehicle					
Registrations	3,880	4,888	4,668	4,288	4,329
7. Injuries and Deaths/ 100,000 Population .	470	600	453	468	562
8. Injuries and Deaths/ 100,000 Motor					
Vehicles	789	1,063	772	697	797

Bodily Injury Loss Experience on Private Passenger Cars in Dallas and Harris Counties

Line No.	Accident Year	Col. (1) No. Cars Insured	Col. (2) No. Claims	Col. (3) No. Claims Per 100 Cars	Col. (4) Average Claim Cost
1. Dallas Co.	1955	130,198	2,196	1.7	\$786
2.	1956	200,424	3,566	1.8	691
3. 1957 to 6/30/58		275,247	5,649	2.1	760
4. Harris Co.	1955	156,296	3,592	2.3	\$819
5.	1956	244,408	6,390	2.6	793
6. 1957 to 6/30/58		329,959	9,199	2.8	792

Comparative Claims Frequency per 100 Cars

Line No.	Accident Year	Harris No. Claims Per 100 Cars	Dallas No. Claims Per 100 Cars	Excess Frequency Harris Over Dallas	Percentage Frequency Harris Over Dallas
7.	1955	2.3	1.7	.6	35.3%
8.	1956	2.6	1.8	.8	44.4
9.	1957	2.8	2.1	.7	33.3

Comparative Average Claims Cost

Line No.	Accident Year	Harris	Dallas	Excess Cost Harris Over Dallas	Percentage Cost Harris Over Dallas
10.	1955	\$819	\$786	\$ 33	4.2%
11.	1956	793	691	102	14.8
12.	1957	792	760	32	4.2

tension increases the problem. During the past decade, motor vehicle registrations in Dallas County have increased from 196,964 in 1949 to 448,967 in 1959. The added problem of taking care of 361,003 more vehicles and moving this added traffic volume safely over Dallas streets and highways is a situation that must be met if we are to control costs of motor vehicle operation including insurance.

It is probable that a very small percentage of the business people of Dallas County realize that through the efforts of the Dallas Citizen's Traffic Commission, our public officials at the City Hall, the Court House and the Department of Public Safety, in enforcing traffic laws in Dallas County, our insurance rates for bodily injury, property damage and \$50.00 deductible collision, on private passenger automobiles are now about 26 per cent below what the same coverage would cost in Harris County — and the effect of these lower insurance rates in Dallas County, as compared with Harris County rates, are saving the private passenger automobile owners in Dallas County approximately \$4,000,000 annually.

In view of our present accident situation, we cannot reasonably expect to enjoy this substantial saving for an extended period of time. As a matter of fact, unless something is done in the immediate future to stop the present upward trend in automobile accident frequency and personal injuries resulting from automobile accidents in Dallas County, we can expect automobile accident rates as high or higher than Harris County. It must be remembered that automobile insurance rates in Dallas County are not fixed at the discretion of the insurance companies. They are based on the loss experience of Dallas County over a definite period of time, as determined by the State Insurance Department.

Figures on savings for owners of commercial fleets and individual units in Dallas over Harris County are not included

in this study. However, it may be said that the kind and type of loss prevalent on passenger cars in a given rating territory generally applies to trucks, because the experience that determines insurance rates is based on the composite driving habits of citizens within a given area. Owners of trucks and large fleet operations in Dallas County know that regardless of in-fleet safety records and programs, their basic insurance rates are tied to overall rates in this area.

Generally speaking, our automobile insurance costs of tomorrow on both private and commercial vehicles are being almost automatically tabulated day by day in the accident record of Dallas County. That is why something must be done to halt this present trend — and also why business men should study the tables in this article as a guide to their potential future insurance costs.

The figures in the first tables definitely show WHY our present automobile insurance rates are lower in Dallas County than in Harris County. At the same time they point up the adverse trend in automobile accidents and personal injuries that show up in our Dallas record, when we compare what happened in 1958 with 1959; and also what happened in the first two months of 1960 as compared with 1959. The information in these tables is based on public records of the Dallas Police Department and the State Insurance Department.

The most alarming fact to come out of these statistics is that our accident ratio is increasing faster than car registrations. The implications of that really come into focus when we think of a projected 1970 motor vehicle registration of 760,000 for the four-county Dallas Metropolitan Area. Motor vehicle registrations in Dallas County increased from 456,000 in 1958 to 488,000 in 1959 — an increase of 7 per cent. At the same time, accidents in the City of Dallas increased from 19,555 in 1958 to 21,435 in 1959 — an increase of 22.3 per cent.

Property Damage Loss Experienced on Private Passenger Cars in Dallas and Harris Counties

Line No.	Accident Year	Col. (1) No. Cars Insured	Col. (2) No. Claims	Col. (3) No. Claims Per 100 Cars	Col. (4) Average Claim Cost
1.	Dallas Co. 1955	129,735	10,928	8.4	\$135
2.	1956	200,126	17,224	8.6	137
3.	1957 to 6/30/58	274,886	24,640	9.0	156
4.	Harris Co. 1955	155,916	13,258	8.5	\$147
5.	1956	243,906	20,567	8.4	154
6.	1957 to 6/30/58	328,569	28,361	8.6	174

Comparative Claims Frequency per 100 Cars

Line No.	Accident Year	Harris No. Claims Per 100 Cars	Dallas No. Claims Per 100 Cars	Excess Frequency Harris Over Dallas	Percentage Frequency Harris Over Dallas
7.	1955	8.5	8.4	.1	1.2%
8.	1956	8.4	8.6	(.2-)	(2.3-)
9.	1957	8.6	9.0	(.4-)	(2.4-)

Comparative Average Claims Cost

Line No.	Accident Year	Harris	Dallas	Excess Cost Harris Over Dallas	Percentage Cost Harris Over Dallas
10.	1955	\$147	\$135	\$ 12	8.9%
11.	1956	154	137	17	12.4
12.	1957	174	156	18	11.5

Collision Loss Experienced on Private Passenger Cars in Dallas and Harris Counties

Line No.	Year Accident	Col. (1) No. Cars Insured	Col. (2) No. Claims	Col. (3) No. Claims Per 100 Cars	Col. (4) Average Claim Cost
1.	Dallas Co. 1956	125,215	15,962	12.7	\$201
2.	1957	147,209	20,444	13.9	209
3.	6 Months 1958	118,145	15,472	13.1	213
4.	Harris Co. 1956	153,062	21,076	13.8	\$216
5.	1957	190,232	28,787	15.1	228
6.	6 Months 1958	151,177	21,409	14.2	255

Comparative Claims Frequency per 100 Cars

Line No.	Accident Year	Harris No. Claims Per 100 Cars	Dallas No. Claims Per 100 Cars	Excess Frequency Harris Over Dallas	Percentage Frequency Harris Over Dallas
7.	1956	13.8	12.7	1.1	8.7%
8.	1957	15.1	13.9	1.2	8.6
9.	6 Months 1958	14.2	13.1	1.1	8.4

Comparative Average Claims Cost

Line No.	Accident Year	Harris	Dallas	Excess Cost Harris Over Dallas	Percentage Cost Harris Over Dallas
10.	1956	\$216	\$201	\$ 15	7.5%
11.	1957	228	209	19	9.1
12.	6 Months 1958	225	213	12	5.6

The March and April newspaper reports on death and injuries are not translated into statistics in this study, but Dallas Police Department Records for January and February, 1960, show 3,835 accidents against 3,107 reported for the first two months of 1959. This shows a numerical increase of 728 accidents and a percentage increase figure of 23 per cent.

There was a time when Dallas was recognized as Texas' "safest city." In terms of the record as set forth in rates for bodily injury, property damage and \$50 deductible collision now in effect, we stand behind San Antonio and Fort Worth. And it must be remembered that the matter of insurance rates is only part of the added cost that comes with traffic accidents and traffic congestion.

That brings up the question: "What can we do to again make Dallas the safest city in Texas? What can we do to halt this rising accident toll that will be paid for in higher insurance costs of tomorrow? The fact is that Dallas has the basic machinery to cope with this problem in its present Citizens Traffic Commission. Organized in 1936, this organization has a long record of accomplishments and a pattern of operation that has not been duplicated by any major city in the nation. It is an independent, non-partisan, non-profit public service organization. Its objectives are the prevention of traffic accidents and the improvement of traffic movement.

With the growth of Dallas during the past decade and the continued expansion of its basic metropolitan area, it can also be said that a 1950 model Citizens Traffic Commission is not adequate to cope with the traffic problems of the 1960 decade. The Citizens Traffic Commission is now being reorganized under its new chairman, Henry English and its new executive director, Carl Hansson. The immediate problem is to broaden the base of public support for this organization so that its paid staff can supplement the efforts of its many committee chairmen and volunteer workers and make it fit the pattern of modern Dallas.

The average businessman and the average citizen may think this problem can be handled by stepped up enforcement campaigns and more activity on the part of the Dallas Police Department. The fact is that traffic control and handling traffic accidents make up the biggest part of the work load of the department. Consider the figure of 21,435 accidents in 1959. All of these accidents had to be investigated. Many of them required the testimony of officers in court. Personnel assigned to the Traffic Division of the Dallas Police Department issued 89,870 tickets for moving violations in 1959 and 97,366 parking tickets.

The biggest problems of the department concern the repeat violators and the unlicensed drivers. Unless the great mass of Dallas citizens conform voluntarily to traffic regulations and traffic laws, the job of the police department would be impossible. In addition to this are needed legislation and other factors that are far beyond the scope of the police department.

That is why an expanded Citizens Traffic Commission is necessary to cooperate with the Dallas Police Department, the City Planning Engineer, the City Council, the Sheriff's Department, the District Attorney, the County Commissioners and County Traffic Engineer, the Judges, state, county and city officials in other brackets and in other political subdivisions of this metropolitan area.

Just what is the Citizens Traffic Commission set up to do? First of all, its major function is public education: to build and maintain in the minds of the people of this community an understanding of accidents and associated problems and an awareness of personal responsibility for the safety and convenience of others to reduce untimely deaths, crippling injuries and economic losses caused by accidents.

It works to facilitate, as well as safeguard, the free flow of traffic on streets and highways, because the two major aspects of the safety problem, accidents and congestion, have common causes and are so closely related as to be inseparable. It works

Comparative Automobile Insurance Rates in Dallas and Harris Counties on a Medium Priced Ford Family Type Automobile

Line No.	Year	Col. (1) Rates in Harris	Col. (2) Rates in Dallas	Col. (3) Excess of Harris Rates Over Dallas	Col. (4) Percentage Excess Harris Rates Over Dallas
Bodily Injury 5/10 Limits					
1.	1950	\$18	\$16	\$ 2	12.1%
2.	1953	21	15	6	23.5
3.	1956	21	14	7	50.0
4.	1958	30	20	10	50.0
5.	1959	31	21	10	47.6
Property Damage \$5,000 Limit					
6.	1950	\$14	\$13	\$ 1	7.7%
7.	1953	17	16	1	6.2
8.	1956	16	13	3	23.0
9.	1958	21	19	2	10.5
10.	1959	20	18	2	11.1
\$50 Deductible Collision					
11.	1950	\$54	\$54	\$ 0	0
12.	1953	60	60	0	0
13.	1956	38	38	0	0
14.	1958	66	57	9	15.8%
15.	1959	60	49	11	22.6

Comparison of the Amount of Insurance Premiums on Insured Private Passenger Automobiles in Dallas County at Dallas and Harris County Insurance Rates

Line No.	Col. (1) No. Cars Insured in 1956 from Pages 2, 3 and 4*	Col. (2) Premiums at Harris Co. Rates 8/1/59*	Col. (3) Premiums at Dallas Co. Rates 8/1/59*	Col. (4) Harris Co. Premiums in Excess Dallas Co. Premiums
1. Bodily Injury	200,424	\$6,213,144	\$4,208,904	\$2,004,240
2. Property Dam.	200,126	4,002,520	3,602,268	400,252
3. Collision, \$50 Deductible	125,215	7,512,900	6,135,535	1,377,365
4. Total		\$17,728,564	\$13,946,707	\$3,781,857*
		Harris Co. Rates 8/1/59	Dallas Co. Rates 8/1/59	Harris County Rates in Excess Dallas County
5. Bodily Injury		\$31	\$21	\$10
6. Property Damage		20	18	2
7. Collision, \$50 Deductible		60	49	11

*In this comparison current insurance rates were used effective 8/1/59 on a medium priced Ford family type automobile. The number of cars insured in 1956 were used because they are the latest annual figures available. If we assume there has been only an increase of 10% in the number of insured automobiles from 1956 to 1959, then the estimated savings in insurance premiums will exceed \$4,000,000.00 this year.

Replacement Cost of Parts in Dallas for Six Successive Year Models of Chevrolet Bel-Air 4-Door 6-Cylinder Sedan, Each Model New As of May 1 Each Year

REAR QUARTER OUTER PANELS, LOWER					FRONT DOORS			
Year Model	Parts	Labor	Parts and Labor	Percent Increase Over 1953	Parts	Labor	Parts and Labor	Percent Increase Over 1953
1953	\$ 21.80	\$36.00	\$ 57.80	—	\$47.18	\$24.00	\$ 71.18	—
1954	23.61	36.00	59.61	3.1%	51.11	24.00	75.11	5.5%
1955	35.00	49.05	84.05	45.4	52.60	25.20	77.80	9.3
1956	36.85	49.05	85.90	48.6	55.90	25.20	81.10	13.9
1957	41.75	49.05	90.80	57.1	66.90	24.70	91.60	28.7
1958	41.25	60.00	101.25	75.2	81.75	28.00	109.75	54.2
1959	48.35	77.50	125.85	117.7	89.95	24.50	114.45	60.8
1960	56.50	66.00	122.50	111.9	91.95	22.50	114.45	60.8

TINTED WINDSHIELDS					FRONT FENDERS			
Year Model	Parts	Labor	Parts and Labor	Percent Increase Over 1953	Parts	Labor	Parts and Labor	Percent Increase Over 1953
1953	\$ 61.95	\$ 8.40	\$ 70.35	—	\$24.37	\$ 9.60	\$ 33.97	—
1954	61.95	8.40	70.35	—	26.55	9.60	36.15	6.4%
1955	91.97	14.85	106.82	51.8%	28.75	11.25	40.00	17.8
1956	91.97	14.85	106.82	51.8	31.50	11.25	42.75	25.8
1957	102.00	14.85	116.85	66.1	35.50	13.50	49.00	44.2
1958	107.50	16.00	123.50	75.6	41.50	14.00	55.50	63.4
1959	147.50	21.00	168.50	139.6	45.65	10.00	55.65	63.8
1960	138.50	21.00	159.50	126.7	46.55	10.00	56.55	66.5

FRONT BUMPER ASSEMBLIES					
Year Model	Parts	Labor	Parts and Labor	Percent Increase Over 1953	
1953	\$ 15.89	\$ 7.20	\$ 23.09	—	
1954	18.21	7.20	25.41	10.0%	
1955	21.70	8.55	30.25	31.0	
1956	24.75	8.55	33.30	44.2	
1957	50.75	8.55	59.30	156.8	
1958	73.75	6.00	79.75	245.4	
1959	59.15	13.50	72.65	214.6	
1960	65.95	13.50	79.45	244.1	

closely and cooperatively with governmental and other responsible groups to stimulate and assist in building sound programs for accident prevention and traffic control. It works to focus community attention on the principal community needs and generate public opinion in support of necessary action to meet these needs.

The Citizens Traffic Commission provides continuity of effective accident prevention operations. It recognizes that many accident and traffic problems cannot be resolved by action confined to Dallas' political boundaries, and provides assistance to neighboring small communities whenever possible and actively supports needed measures which by their nature must apply to the State of Texas as a whole.

It further recognizes that because of the increasing mobility of people, that Dallas and Texas benefit by experience of effective programs in other states. It therefore cooperates and assists in the free exchange of information through the National Safety Council and the Texas Safety Association. It seeks with

others the adoption of uniform definitions, reporting and recording of accidents, uniform laws, engineering standards and enforcement procedures relating to traffic movement and traffic safety and ties-in with common education objectives throughout the nation.

These objectives make sense on paper. They are implemented by a group of committee chairmen and workers representing such individual facets as education, engineering, enforcement, public information and others carrying on a definite pattern of work that has proved its value to Dallas over a period of a quarter-century. But the magnitude of the traffic and safety problem in growing Metropolitan Dallas cannot be met with one paid staff member and a secretary as has been done in the past. The work of the Dallas Citizens Traffic Commission and its basic format of procedure can only be implemented by adequate staff and financial support that will bring the organization up to the required strength to fit the present requirements and future needs of Dallas' growing traffic problem.



DWIGHT P. JOYCE
Chairman and President
The Glidden Company

GLIDDEN PLANS DALLAS PLANT

New Two Million Dollar Facility Result of 20 Years Chamber Work

Plans for construction of a \$2 million paint plant by the Glidden Company at Carrollton were announced jointly by Glidden and the Dallas Chamber of Commerce.

Dwight P. Joyce, Glidden chairman and president, said the Company has acquired approximately 34 acres of land on Josey Lane about a mile East of the intersection of Highway 35E and Belt Line Road in the Carrollton Cottonbelt District and plans to begin construction within six months.

The Glidden Company, with headquarters in Cleveland, Ohio, operates three major divisions and is one of the nation's leading producers of paint and related products. Sales of the paint division last year hit a record of nearly \$90 million, an increase of 14% over those of the previous year.

Mr. Joyce said the new plant would serve as headquarters for Glidden's entire Southwestern Region, which includes

Texas, New Mexico, Louisiana and Mississippi. The Company's New Orleans plant has been furnishing most of Glidden's Texas and New Mexico requirements.

L. T. Potter, President of the Dallas Chamber of Commerce said:

"The Chamber has a special pride in joining with the Glidden Company in making this announcement. Not only is it the most significant new manufacturing plant to locate in Dallas in some time but it is the 'payoff' of 20 years of work by the Chamber.

"The Chamber has been working since 1940 to sell Glidden on Dallas and has actively been working with them on a specific site for the past year. After selling the Company first on a Southwestern plant and then on the Dallas area, the Chamber showed sites throughout the area that apparently met the broad specifications of the Company.

"When it became clear that a Carrollton

location was closest to meeting all of Glidden's site requirements, the St. Louis Southwestern Railway (Cottonbelt) handled land negotiations and co-ordinated water and sewer utility needs, zoning and other details with Mayor Robert J. McInnish and other City of Carrollton officials.

"This is another outstanding example of the Dallas Chamber of Commerce's work with a suburban community in the industrial development of the entire Metropolitan Area."

The plant is designed to produce the full line of Glidden Consumer paints and lacquers and industrial products including special maintenance finishes for oil field equipment and the chemical industry.

Engineering of the plant provides for future expansion and the Company anticipates the production of resins here as well as increased output of the initial products. Glidden also plans production of a full line of finishes and other products for pleasure boats.

The plant will be of terraced single-story construction and is designed to make use of natural sloping ground to facilitate gravity flow in the production processes. Raw materials will enter the production cycle at the highest level and finished products will be loaded for shipment at the lower level.

The plant is designed for an initial production capacity of up to 200,000 gallons a month. In building the plant, Glidden plans to hire architects, contractors and sub-contractors from the Texas area.

Anticipated employment will be approximately 100 persons, most of whom will be hired locally. About half the staff will be in technical and clerical positions.

"The plant will help us to improve our services to our many fine accounts in Texas and New Mexico," said Alexander D. Duncan, Glidden vice president and general manager of the Company's paint division. "We are expanding our distribution of products in Texas as well as throughout the Southwestern Region and have outgrown our capacity at New Orleans."

Mr. Duncan pointed out that a major consideration in the selection of the Dallas site was the strong growth in recent years of both population and Glidden sales in the Southwest.

Another consideration was that the site is the hub of an excellent transportation system covering the district for which the plant will serve as distribution headquarters.

"The plant will be located on the St. Louis Southwestern Railway and is served by excellent highway and trucking facilities, Mr. Duncan said. "In addition, Dallas and its surrounding communities constitute a major wholesale distribution area which assures local availability of materials, supplies and services," he added.

He also noted that the site has excellent water and sewage facilities and that zoning is highly favorable to this type of industry.

In addition to its paint operation, Glidden also operates its Durkee Famous Foods Division and its Chemicals Division.

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- Texas Leaders Round Table
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- 29 years in insurance business



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COMPARATIVE STATEMENT OF FINANCIAL CONDITION

as of December 31

ASSETS

	1959	1958
Bonds	\$ 190,374.00	\$ 240,807.99
Stocks (Market Value)	176,149.00	164,565.00
Mortgage Loans on Real Estate	601,699.94	355,403.73
Real Estate	126,700.00	126,700.00
Policy Loans	52,781.60	21,759.52
Cash	51,569.83	46,833.74
Reinsurance Participation Due	3,000.00	7,900.00
Premiums Deferred and Uncollected	147,891.09	123,842.19
Interest Income Due and Accrued	3,420.16	3,081.37
TOTAL ASSETS	\$1,353,585.62	\$1,090,893.54

LIABILITIES

Reserve for Life Policies	\$ 880,206.00	\$ 670,581.00
Reserve for A&H Policies	131.00	131.00
Policy Claims	54.83	5,580.00
Premiums Received in Advance	91.46	97.35
Premium Deposit Funds	32,299.08	11,860.30
General Expense Due or Accrued	3,397.03	2,145.06
Taxes Accrued	6,362.76	6,915.04
Unearned Investment Income	1,289.36	476.40
Unallocated Amounts Held	274.17	586.03
Agents Credit Balances	2,640.77	1,361.23
TOTAL LIABILITIES	\$ 926,746.46	\$ 699,733.41

ADDITIONAL PROTECTION FOR POLICYHOLDERS

Capital	\$ 300,000.00	\$ 300,000.00
Surplus	126,839.16	91,160.13
TOTAL	426,839.16	391,160.13
TOTAL LIABILITIES, CAPITAL AND SURPLUS	\$1,353,585.62	\$1,090,893.54

HIGHLIGHTS

Total Assets	UP 24% to \$ 1,353,585.62
Total Income	UP 19% to \$ 682,772.75
Policy Reserves	UP 31% to \$ 880,337.00
Insurance in Force	UP 14% to \$43,190,877.00

Southern Provident
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EUGENE U. McCARDLE, President



Head Table at the "Kick-Off" Luncheon of the "One Day" Membership Drive which featured the past major Chamber accomplishments under the administration of each of the nine living Past-Presidents; also Past-Chairmen or representatives of the Membership Committee, '53-'59, attending in honor of Life Member presentations. Left to right: W. C. Windsor, Past Co-Chairman '58; James H. Randolph, Vice Chairman of the section awarded #1 President's Trophy in '54; W. W. Overton,

Membership Committee Kicks Off One-Day Drive

At the end of March, the Membership Committee reported a total of 471 memberships for 1960, 112 less than for the same period in 1959. However, the Committee expects to "catch-up" in April with its annual traditional "One Day" Membership Drive. The "Kick-Off" luncheon for the "One Day" Drive was on April 12, and the special program featured the nine living Past-Presidents of the Chamber and the major accomplishments under the administration of each.

The highlight of the "Kick-Off" luncheon was the presentation of Chamber life Memberships to three members of the Committee. John J. Hospers, Chance Vought Aircraft, the 1955 Past-Chairman of the Committee received his seventh Life Member Award; John C. Wantland, Texas Employment Commission, a three time Past Vice-Chairman of the Committee, and "Top Hand of the Year" award



Associate Chairman Bill Shaw congratulating first "One Day" Drive workers qualifying for "Top Hand" awards. Left to right: Miss Beverly Matthews, Clerk, Criminal District Court #2; Mrs. Polly Chamberlain, Supervisor, Domestic Relations Office, District Clerk's Office; Mr. Shaw; and Miss Mary Ann Mitchell, Assistant Chief Clerk, District Clerk's Office.



Chamber President L. T. Potter congratulating Life Member awardees at "Kick-Off" Luncheon for "One Day" Drive. Left to right: John C. Wantland, Texas Employment Commission, 5th award; Judge Joe B. Brown, first award; Chamber President Les Potter; John J. Hospers, seventh award; Richard C. Ingram, second award.

winner in 1956 and 1958, received his fifth Life Member Award; and Richard C. Ingram, Dallas Chamber of Commerce, winner of the "Top Hand of the Year" in 1959 received his second Life Member Award.

Membership Chairman Robert B. Culum announced that the quota for the "One Day" Drive is 450, and that the permanent committeemen are being joined by 200 temporary workers to help make this goal. He expressed special thanks and appreciation to the Dallas County Medical Society for their cooperation in the "One Day" Drive for volunteering the services of their Civic Affairs Committee, under the Chairmanship of Bill Branch, M.D. Likewise, the Civic Affairs Committee of the Dallas Chapter of C.P.A.'s,



Jr., Past-President '56; D. A. Hulcy, Past-President '47, '48, and '49; Mayor R. L. Thornton, Past-President '33, 34, and '35; President L. T. Potter; Associate Chairman Bill Shaw; Chairman Robert B. Cullum; Paul Carrington, Past-President '41 and '42; Jerome K. Crossman, Past-President '54 and '55; Ben Critz, Vice President and General Manager; Barney Shields, Past Chairman '53; Nat Ryan, Associate Chairman '57 and Co-Chairman '58; Marvin Davison, Chairman '59; and Admiral A. C. Olney, Associate Chairman.

under the leadership of Bernard Rathheim, will aid the Membership Committee during the "One Day" Drive.

★

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

ACF—Wrigley Stores, 933 Big Town Shopping Center, Alva Ferguson (Asher Dreyfus, Jr.)

Otto Coerver Company, 333 South Exposition, Otto Coerver (Asher Dreyfus, Jr.)

Electronic Equipment Engineering, Inc., 2648 Brenner Drive, Bill Price (Jack Hospers)

Executive Aircraft Service, P. O. Box 7307, L. V. Emery, V. E. Morgan, K. S. Schumacher, (Jack Hospers)

H. J. Gruy Associates, Southland Center, H. J. Gruy, (Jack Gidcumb)

Guardian Savings and Loan Association, 1217 Main St., Ballard Burgher, (Senator George Parkhouse)

Johnson, Bromberg, Leeds & Riggs, 211 N. Ervay Bldg., Wiley Johnson, Henri L. Bromberg, Jr., Wm. Lathan Leeds, Arthur J. Riggs, Lawrence R. Taylor, Otis B. Gary, (Carl Read, Jr.)

Lane Container Company, 11180 Denton Drive, Don Lane, David Lane, (C. J. Barrett, Jr.)

Lone Star Sash & Door, Inc., 11320 Harry Hines Blvd., W. H. Roberts, (E. S. Parr)

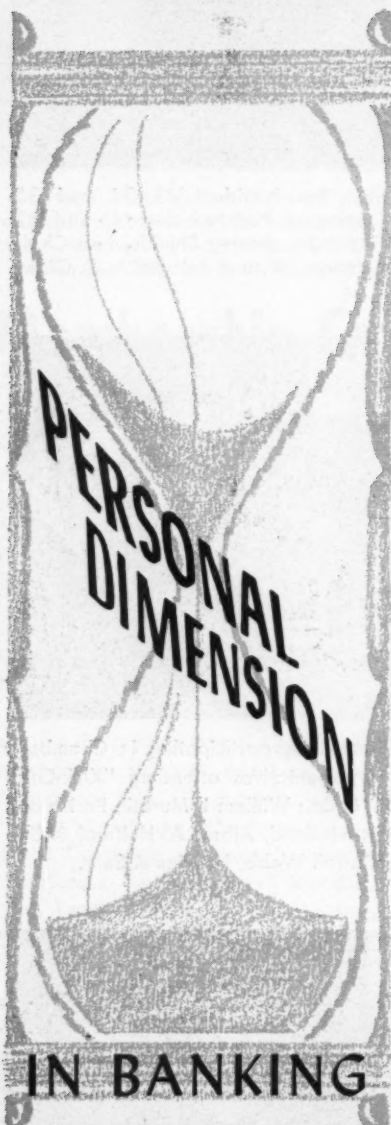


Dallas Chapter, C.P.A.'s, Civic Affairs Committee, participating in Chamber's "One Day" Membership Drive. Committee representatives attending "Kick-Off," left to right: Joseph Dranguet, Dranguet, Foote & Co.; William I. Murrell, Parish and Murrell; Chairman Bernard Rathheim; Albert A. Helfand, Albert A. Helfand & Co.; Richard W. Brown, Price Waterhouse & Co.; Carroll Webb, Haskins & Sells.



Dallas County Medical Society's Civic Affairs Committee participating in Chamber's "One Day" Membership Drive. Left to right: Mark L. Welch, M.D.; Richard J. Puls, M.D.; Jack T. Chisolm, M.D.; Doctor Wm. M. Branch, Chairman.

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Membership



TOP HANDS...



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Garland's Trophies



Top Hand Award #4
CHARLES J. BARRETT, JR.
Texas Instruments, Inc.



Top Hand Award #2
SENATOR GEORGE PARKHOUSE
Middleton, Inc.



Top Hand Award #1
PAUL WHITE, Supervisor
Ford Motor Company



Top Hand Award #1
DONALD ATWOOD
Resident Manager
Sheraton-Dallas Hotel

Joe F. Maberry & Company, 211 N. Ervay Bldg., Joe F. Maberry, (E. S. Parr)

Philipson's, 1901 Elm Street, Frank Fucillo, Glenna Rice, (Asher Dreyfus, Jr.)

Ray T. Parma Blue Print Company, 1502 Young, J. M. Ray (Carol Neaves)

S & H Green Stamps, 2914 Commerce, M. J. Parr, (E. S. Parr)

New members of the Dallas Chamber of Commerce are:

Professional

Albritton and Associates, Inc., 218 Universal Bldg.; Walter F. Albritton (Don Kerr)

Allen P. Hundley, Jr., 3851 Cedar Springs (Carol Neaves)

D. N. Wilson, 908 Fidelity Bldg. (Jim Cauthen)

E. D. Hurt, Atty., Texas Bank Bldg. (James K. Allen)

Stuart M. Thompson, Cons. Actuary, 1708 Life of America Bldg. (Ellis Watkins)

D. N. McMahan, Atty., 604 Wilson Bldg. (James K. Allen)

Cassell & Paul Associates, 211 North Ervay; Robert Cassell (Hubert Owens)

Dabney & Aguirre, Architects, 2909 Maple Ave.; Mickey Dabney (Jack Gidcumb)

Dunlap & Reinert, 103 Fid. Union Life Bldg.; James H. Dunlap (W. D. Janes)

Bob White, Atty., 1217 Texas Bank Bldg. (Joe Pool)

Service

Fontaine deJeunesse Clinic, 6170 Sherry Lane; Mary Frances Conway (Les Millison)

Acme Towel Supply Co., 1616 Villars; Henry Zelazny (J. C. Rutledge)

Membership

Casa View Country Club, Inc., P. O. Box 28156; W. B. Cotton (Watt Stubbins)

Midland Institute, 1000 Main; A. R. Chapman (James K. Allen)

Southland Center Barber Shop, Southland Center; L. A. Groce (Donald Atwood)

Floors Inc. of Texas, 121 Leslie St.; Harry Goff, Kelly B. Smith & Oby F. Arnold (Donald Atwood)

Soldiers of Fortune, 5639 Worth; Eddie H. Harvey (James W. Layne)

The Warren Refrigerator Co., Inc., 3119 Ross Avenue; J. R. Preslar (J. C. Rutledge)

Water & Water Laboratory, 108 Brook Hollow Service Center; Albert H. Half (Carol Neaves)

Wholesalers and Distributors

El Chico Commissary, Inc., 171 Howell; Mack Cuellar (Dawson Sterling) Glass Distributors, Inc., 2501 Main St.; J. H. Merrill (David Godwin)

R. M. Tacker Co., Inc., 920 Cockrell Hill; Ralph M. Tacker (Richard C. Ingram)

Albert Jayne Sales Co., 5430 McCommas; Albert Jayne (W. D. Janes)

Oscar Mayer & Co., Inc., 318 Cadiz St.; Wm. M. Rapchak & Frank Battle (John Smith)

Metallic Building Co., 6115 Denton Drive; Maurice Melton (Bernard Rathheim)

Transitron Electronic Sales Corp., 511 Braniff Bldg.; Luther S. Pully, Jr. (Jack Gidcumb)

Harlan P. Saubert, Trade Mart (Jim McBride)

Thoreson Sales Co., 2602 Canton; L. R. Thoreson (James K. Allen)

Intelix Systems-Itt, 1359 Motor St.; Albert C. Petrasek (James K. Allen)

Financial

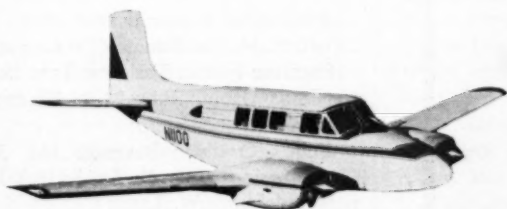
Garland Federal Savings & Loan Assn., 921 W. Garland Ave., Garland, Texas; H. A. Walker (Gene Ray)

Industrial Savings & Loan Assn., 1820 Skillern Plaza, Garland, Texas; L. K. Busch

Amusement

Lake Whitney Country Club, Inc., c/o T. Smyth Agency, Cleburne, Texas; Ragsdale Stratton (James W. Layne)

Lollipop Park, 1790 Big Town, Mes-



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Lambert Electric Co., 1503 Mentor;
Jim Lambert (J. C. Rutledge)

Ray F. Smith and Son, 2710 El Tivoli
Drive; Ray F. Smith and Kenneth Smith
(J. M. Hollingsworth)

Insurance

Durden-Higginbotham & Co., 712 N.
Washington; J. Lanham Higginbotham,
Jr. (Carol Neaves)

Ridgeway & Co., 5531 Dyer; Rex
Ridgeway, Jr. (Asher Dreyfus)

The Union Central Life Ins. Co., 211
North Ervay Bldg.; George Nasif (Jim
McBride)

Deane Logan & Co., 1515-22 Kirby
Bldg.; Deane Logan (David Godwin)

Retail

Texas Bank Equipment Co., P. O. Box
28741; R. H. MacDonald (Pat Chandler)

Sheraton Flower Fashions, Inc., Sheraton-Dallas Hotel; Edward B. Thompson
(Donald Atwood)

Tolle's Oaklawn Beverage Inn, 3903
Cedar Springs; John B. Tolle (Jack Hos-
pers and James W. Layne)

Freeway Auto Supply, 421 North Flem-
ming Avenue; Grover C. Nelson (Al
Olivas)

Hodges Grocery Co., Inc., 909 W.
Davis; Robert Hodges (Bill Shaw)

Inwood Camera Center, Inc., 5322
Lovers Lane; J. Glenn Fry (John Smith)

Real Estate

Cates Realty Co., 6328 LaVista; Laura
Cates (W. D. Janes)

Smith-Bual, Inc., 1026 Whitestone
Lane; Jim Bual (Ben Gee)

Manufacturing

Navaco, Inc., 601 Hall St.; Frank
Mason (Senator George Parkhouse and
Bill Shaw)

Strand Corp., 2909 San Jacinto St.;
R. M. Liedstrand (Joe Warren)

(Continued on Page 68)

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COMMITTEEMAN-OF-THE-MONTH



JAMES K. ALLEN

James K. Allen, winner of this month's "Committeeman-of-the-month" award, is not a man to whom you want to lose an argument.

Mr. Allen, you see, is the first assistant district attorney under Henry Wade for Dallas County and comes by his many convictions as a daily part of his profession—the law.

Mr. Allen, born 37 years ago at Frost in Navarro County, earned a bachelor's degree with a major in government at the University of Texas. He received his LLB there in January of 1947 after serving in the Army during World War II.

However, he had already been admitted to the practice of law by the Supreme Court of Texas (November of 1946) by the time he got his law school diploma.

While in the University, Jim was listed in "Who's Who in American Colleges and Universities" and named "Outstanding Student" in the school's yearbook. He represented the University on its varsity debate team and was a champion debater for his alma mater.

After graduation from law school, Mr. Allen went into general law

practice in the Rio Grande Valley. He later became Hidalgo County's first assistant district attorney.

Jim joined the Dallas district attorney's staff in September of 1950. His outstanding record of convictions in the courts resulted in his promotion to chief felony prosecutor by 1954. Three years later, Mr. Wade made him his first assistant.

Not all of his time is spent in the DA's office. He works with groups interested in curbing juvenile delinquency. Jim has hit the meat and potato circuit so often that he is now considered one of the area's better young orators.

Jim is married to the former Laura Julian Bowles of Breckenridge. The Allens, who live at 4181 Lively Lane, are the happy parents of six children, two girls and four boys. The children—the youngest born March 18 and the oldest 12—are Anna, Renee, Ray, James K, II, Frank and Bradford.

As might be suspected, Jim is active in Dads Club work. He is president of the Stephen C. Foster Elementary School Dads Club. Jim is a 32nd degree Scottish Rite Mason and a Hella Temple Shriner. He belongs to the Love Field Masonic Lodge, the First Baptist Church, Dallas Bar Association, Texas State Bar Association, the Dallas County Criminal Bar Association, Rotary and a Citizens Traffic Sub-Committee.

Jim is a member of the Lasso Club of the Chamber of Commerce. This is his first year on the Chamber's membership committee. He sponsored 40 memberships in March.

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Oliver R. Northrip, John L. Hendry III, Kenneth Dealey
Arthur Z. Barnes, Jr.

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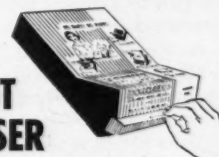
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AVIATION



Agent Maury Masten sits at the "console" of American's closed TV circuit in the flight information center at Love Field. Changes are simultaneously telecast to 16 monitors in 10 locations.

Southwest's First Closed Circuit TV For Airport Operates at Love Field

The first closed circuit TV at an airport in the Southwest, and the first in the American Airlines system, is being operated at Love Field by the company for the convenience of its passengers.

Designed to operate around the clock, 365 days of the year, the circuit provides instant arrival and departure information through monitors at strategic locations. This information previously was posted on boards that had to be changed manually.

Now the changes are recorded in one central location in the Flight Information Center and telecast over the circuit, which involves 16 monitors at 10 locations.

The TV set-up is in addition to a private, two-way radio network operated at Love Field by American to help keep pace with the jet age. The supervisors on the ramps — and even the baggage tractors — are equipped with "walkie-talkies" to help keep jet passengers, baggage, and planes moving on schedule. The radio system consists of three base stations and seven mobile units.

The TV system was designed and engineered by the General Precision Laboratory, Pleasantville, New York, in cooperation with technicians from American.

In the Flight Information Center is a "console" containing two cameras — one for arrival information, and the other for

departure times. Information on the progress of flights is placed before the cameras by inserting a small metal slug carrying the proper information in its specially designed tray.

The cameras are connected by cables to the 16 monitors, located at such spots as the ticket counters, outbound baggage room, maintenance ready room, transfer baggage room, and the airfreight terminal.

To insure dependability, two spare cameras are built into the "console" so that in the event of mechanical failure, a new one can be put into service within a matter of minutes. Two spare monitors also are available for the same purpose.

The two-way radio setup, worked out by technicians from American and RCA, permits radio conversation between mobile units and supervisors on the ramps, and three control points within the terminal itself. This is how it works:

1. Permits baggage to be transferred directly from one plane to another, in cases of plane changes, rather than using the old system of plane-to-transfer room-to-plane procedure.

2. Permits supervisors during peak traffic periods to coordinate all activities around the planes, and to assign personnel instantly as needed at various gates. Supervisors also receive needed information from the operations department within



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Aviation

the terminal in an absolute minimum of time.

These two advantages, at a total cost of \$5,100, result in a substantial savings in time.

The three base stations are located in operations, the baggage transfer room (where baggage from connecting airlines is sorted), and the baggage receiving room.

★

Corvus Guidance Flight Successful.

A test version of the supersonic Corvus, the newest Navy air-to-surface missile, has been launched in its first guided flight, which was completely successful. The launching was from an A3D jet aircraft at a surface target in the sea test area of the Pacific Missile Range.

The Corvus missile, developed for the Navy by Temco Aircraft Corporation of Dallas, is designed for penetration of heavily defended areas and for use against surface ships. The missile uses a pre-packaged liquid rocket engine and is of a size to be used by carrier-based aircraft.

The Navy recently awarded a contract for \$25,000,000 to Temco for continued development and flight test work.

★

Security Lifted On Radar Systems.

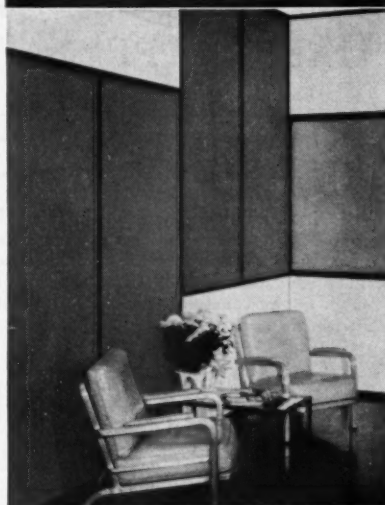
Security wraps have been removed from a revolutionary development in radar that produces aerial maps of thousands of square miles of terrain per hour, night or day, in any weather in which man can fly.

This radar, developed for the Air Force by Texas Instruments Incorporated, fills a need for complete, detailed tactical information on a 'round-the-clock basis, penetrates camouflage, and "sees" through rain or fog with little or no degradation of the final pictures.

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The Girard Life, Girardian and Guardian Underwriters Insurance Companies announced a record volume of combined life sales of \$46,056,488.00 for 1959. With an increase of 39.21% in paid Life production over 1958, Girardian is now licensed and operating under the jurisdiction of 41 states, the District of Columbia and Puerto Rico.



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World Trade

Dallas Diplomats Day Set May 10-11

Time was when the Dallas businessman thought of his market in terms of other Dallasites, and occasional hunters snagged as they rode through town, following the buffalo trails.

With the advent of railroads, Dallas, like other cities, was able to expand its market to other counties, other states, the entire nation.

Today, with air freight, the world is Dallas' oyster.

The businessman can no longer think of Dallas solely as "leader in the South-west"; nor can he set limits to his fields of free economic competition. He must work now to make the world aware of Dallas, and Dallas aware of the world.

Such thinking is behind Dallas Diplomats Day which will be hosted May 10-11 by the Dallas Chamber of Commerce. Commercial or economic counselors or attaches from all 85 embassies and legations in Washington have been invited to Dallas at that time to establish a closer commercial relationship between the various nations and Dallas.

Now on the agenda are a comprehensive tour of the city, a visit to leading institutions and commercial establishments, the State Fair of Texas, the Trade and Merchandise Marts and the major industrial areas.

In addition, two luncheons and one banquet have been scheduled along with conference periods for Dallas businessmen and commercial counselors from all over the world.

"This is another important first for Dallas," said Chamber President L. T. Potter, "since no other city has ever hosted such a mass visit by foreign economic representatives."

Out of such a meeting will grow understanding and appreciation of Dallas' golden opportunities in the field of world trade.

INTERNATIONAL TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the World Trade Department, Dallas Chamber of Commerce.)

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ITALY — Manufacturer of machine tools (threading machines) looking for agent or importer. Address CERGIL, S.p.A., Viale Monte Grappa 42, Pravia, Italy.

ITALY — Firm wishes to manufacture on license a spot remover in either paste or spray form. Address "RAZZO" S.p.A., Via Stalingrado 9, Bologna.

JAPAN — Exporter desires importers and distributors of ferro alloys and propane-butane gas regulators. Contact Naigai Boeki Kiasha Ltd. 12 Imabashi, Schome, Higashiku, Osaka.

ITALY — Manufacturers, synthetic leather, bicycle parts and accessories, aluminum and alloy hot pressing bars and aluminum and alloy sections, frames for ladies' handbags, and manufacturer of wool and cotton textiles, all seeking agents importers. Contact the Italian Trade Commissioner, 131 International Trade Mart, Camp Street, New Orleans.

ITALY — Firm wishes to represent on an exclusive basis an American exporter of specialty foods and liquors. Contact Rappresentanze Riunite, S.p.A., Via Caprarie 3, Bologna.

JAPAN — Exporter of all types of footwear, gift items, transistor radios, vinyl toys and advertising lighters seeks importers. Contact Masco (Japan) Ltd., 7, 2-Chrome, Nishi-Hatchobori, Chuo-Ku, Tokyo.

ITALY — Exporter wooden gifts, wood carvings, wooden toys, Christmas and Easter novelties desires importers. Contact Sevi, Selva Val Gardena, (Prov. Bolzano) Italy.

FRANCE — Sectors in which American investments are solicited: Pharmaceuticals, proprietary medicines, hospital supplies. Dental instruments. Solid tungsten carbide tools. Choice wines and sparkling wines. Molded plastics. Metal working, arms, small engines for bicycles and light motorcycles, belt-driven refrigerating units of capacity varying from 800 to 2,400 BTU/hour. Carded fabrics (wool).

For further information write to or see the French Commercial Counselor, 305 International Trade Mart, New Orleans, Louisiana.

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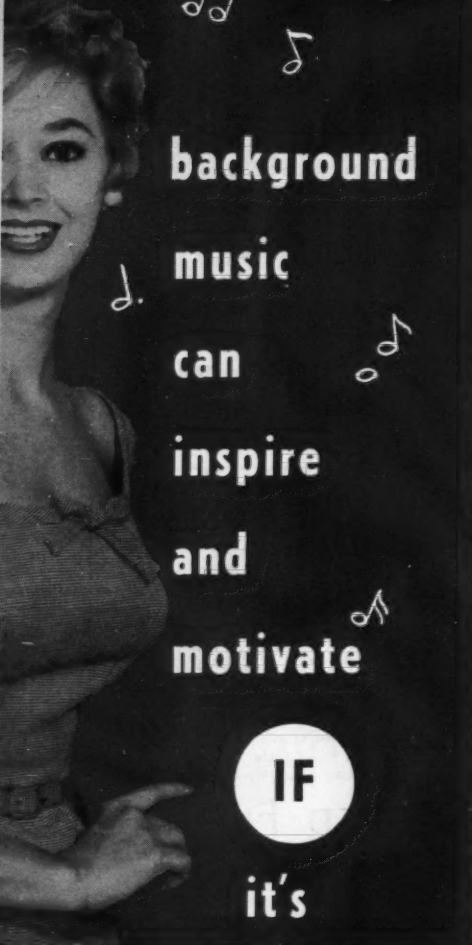
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In 1958 the Texas State Tax Study Commission undertook a sample assessment study to compare the level of ad valorem taxation among various cities in Texas and other states. Comparative results from seven cities are shown below:

ESTIMATED AD VALOREM TAXES, (CITY, COUNTY AND STATE) ON SAMPLE RESIDENTIAL PROPERTIES IN DALLAS AND SELECTED CITIES

Property	Frame Residence	Brick Residence A	Brick Residence B	Apartment House
Actual Value (1)	(\$7,865)	(\$20,500)	(\$34,750)	(\$80,280)

ANNUAL AD VALOREM TAX BILL AS ESTIMATED BY ASSESSORS OF RESPECTIVE CITIES

Texas Cities				
DALLAS	\$123	\$283	\$432	\$1,336
El Paso	142	346	567	1,337
Fort Worth	147	398	680	1,601
Houston (2)	128	279	595	1,262
San Antonio	120	330	454	1,133
Other States				
Tulsa	\$183	\$469	\$733	\$1,482
Kansas City, Mo.	141	414	858	1,497
St. Louis, Mo.	197	426	835	1,578

(1) Cost or replacement in large Texas city.

(2) Partly estimated by staff

SOURCE: Texas State Tax Study Commission.

ESTIMATED AD VALOREM TAXES (CITY, COUNTY AND STATE) ON SAMPLE BUSINESS PROPERTIES IN DALLAS AND SELECTED CITIES

Property	Super Market	Dept. Store	Warehouse Bldg. A	Factory Bldg.	Factory Bldg. B
Actual Value (1)	(\$220,800)	(\$2,137,130)	(\$516,370)	(\$216,165)	(\$827,350)

ANNUAL AD VALOREM TAX BILL AS ESTIMATED BY ASSESSORS OF RESPECTIVE CITIES

Texas Cities					
DALLAS	\$4,147	\$35,135(4)	\$ 9,369	\$3,997	\$14,884
El Paso	5,706	33,776(3)	9,771	5,218	20,573
Fort Worth	7,381	33,988(4)	12,323	4,351	18,162
Houston (2)	5,411	51,146(3)	14,954	5,869	18,313
San Antonio	4,678	43,797(3)	6,758	3,563	10,733
Other States					
Tulsa	\$5,283	\$33,574(3)	\$10,922	\$4,364	\$14,685
Kansas City, Mo.	4,794	33,709(3)	11,535	5,618	14,867
St. Louis, Mo.	5,193	42,876(3)	10,422	4,054	15,835

(1) Cost of replacement in large Texas city.

(2) Partly estimated by staff of commission.

(3) Located in downtown area.

(4) Suburban location.

SOURCE: Texas State Tax Study Commission.

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DALLAS • APRIL, 1960

Dependable Business Climate

(Continued from page 31)

of the appraised value, resulting in an assessed value on the tax rolls that approximates 22% of current market value of site and improvements.

By constitution, each Texas homeowner may claim a \$3,000 exemption from the assessed value of his home in calculating his state property tax.

Personal property (including inventory)

The city and school district appraise personal property (except fixed assets), at 60% of their book value, when the book value is substantiated by either a certified public accountant's statement or an examination of the company records. Assessment is at 100% of the appraised value.

Personally fixed assets (i.e., furniture and fixtures, machinery and equipment, etc.) are appraised at either 60% of the depreciated book value, or 30% of the original cost, whichever is greater. Assessment is at 100% of the appraised value.

The county, hospital district, and state tend to follow the same approval procedures as the city, with assessment at 55% of the appraised value, rather than the city's 100% basis. As a result, the county's assessed value is approximately 33% of the book value.


State government

Texas' "right-to-work" laws have proved beneficial to business and labor, and represent an important aspect of dependable business climate in Dallas. These laws protect employees and offer opportunity to all who wish to work as free people. They do not prevent a man from joining a labor union, nor do they force him to join one to obtain a job. They leave him free in his own work.

The state government under constitutional restriction cannot plan a deficiency budget. Appropriations may not exceed anticipated revenues. Most Texas legislators are from non-metropolitan areas, and the legislature is conservative.

State taxes

Texas has no state income tax, corporate or individual... no general sales tax... and no state payroll tax other than unemployment compensation.



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From the President's Desk...

International Fidelity experienced substantial gains in 1959. Net earnings were more than double the 1958 figure. Admitted Assets increased by \$289,851.00 and Surplus was increased from \$260,687.57 to \$305,453.06. Reserves were increased from \$4,087,390.87 to \$4,374,716.83. Insurance in Force at the close of the year was \$55,623,000.00. New management plans to continue pursuing vigorously the regular lines of life, accident and health business that have been the company's policy to date, emphasizing the expansion and growth of its civilian insurance program.

G. J. ROBERTS
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Dependable Business Climate

(Continued from page 53)

Major sources of state revenue in 1958 were:

Tax	Revenue	% of Total
Severance tax		
(oil and gas)	\$176,502,000	26.5
Motor fuels	169,912,000	25.5
Motor vehicle	69,447,000	10.4
Tobacco products	47,565,000	7.1
Corporate franchise	38,887,000	5.8
Property	34,223,000	5.1
Alcoholic beverages	30,527,000	4.6
Insurance		
gross receipts	28,090,000	4.2
Public utilities	14,261,000	2.1
Other	57,162,000	8.7

State unemployment tax

The average unemployment tax rate for all employers in Texas for fiscal 1959 was only 0.714% — one of the lowest rates in the nation.

No other major manufacturing state offers so many economies in unemployment compensation taxes as does Texas. Reasons which explain this advantage:

1. Diversified manufacturing and good labor relations keep the labor force relatively stable.
2. Texas' experience rating system minimizes employer cost by replenishing the trust fund from tax collections with approximately the same amount paid out in benefits on a moving average basis.
3. Program administrators are strict in denying benefits to workers discharged for acts of dishonesty and intentional violations of company rules.
4. The Texas Employment Commission considers its primary function is to find jobs, not to pay benefits, and devotes more than two-thirds of its effort to job placement.
5. Under state law, unemployment compensation is denied an employee —
 - a) Unless he has applied for available, suitable work; suitable defined as taking into consideration degree of risk to health, safety and morals at the place of work.
 - b) Whose unemployment is due to his own stoppage of work. This eliminates claims by employees who strike, but are unable to stop operation of the plant.
 - c) Whose unemployment results from work stoppage at another place operated by the same employing

(Continued on page 72)

NEWS SPOTLIGHT



Both Dallas and Houston leaders of Mosher Steel Company joined in its 75th anniversary celebration. Above are Lawrence B. Jones, President, of Dallas, and H. E. Perry, Chairman of the Board, and E. J. Mosher, Executive Vice President, of Houston.

Mosher Steel Celebrates 75th Anniversary

Mosher Steel Company, celebrating its 75th Anniversary, has been awarded a plaque commemorating 75 years of business as a structural steel fabricator by the American Institute of Steel Construction. Fred S. Adams, Regional Engineer for the AISC, presented the plaque to Mosher president, Lawrence B. Jones, at an informal luncheon held Tuesday in the company's plant recreational hall. More than 200 old employees and business leaders attended the luncheon.

Mayor R. L. Thornton cited the Mosher organization for its part in building Dallas and the Southwest.

Acting as host for his company, Mr.

Jones briefly reviewed the history of Mosher's operation. The company started with eight employees in 1885 as a small steam engine repair firm at the corner of Market Street and Pacific Avenue. The company is now a substantial supplier of fabricated structural steel for multi-story buildings, highway bridges, aircraft hangers, and other structures with more than 1,000 employees at five plants.

Other Mosher plants are located in Houston, Lubbock, Tyler and Shreveport. Houston serves as headquarters for the firm. Sales offices are maintained at all fabricating plants and in San Antonio and New York.



Joe Belden, right, Chairman of the Research Committee of the Dallas Chamber of Commerce, discussed statistics on Dallas' progress with Dr. Joe Bachelder, Director, Industrial Advertising Research Institute of Princeton, N. J., center, and Mr. John K. Lee, Assistant Director, at a recent meeting of Industrial Advertisers in Dallas.

DALLAS • APRIL, 1960



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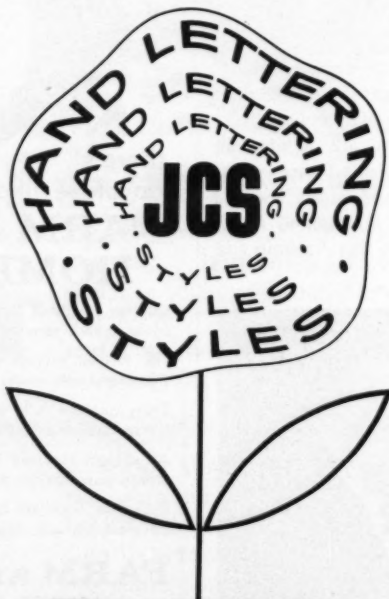
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News Spotlight

Research Foundation Sets Awards Dinner at Renner

Texas Research Foundation's Annual Field Day and Awards Dinner at Renner will be held on Wednesday, May 18, this year, Dr. C. L. Lundell, Director of the Foundation, has announced.

Sponsored by Dallas Chamber of Commerce and Dallas Citizens Council, the 1960 Field Day will mark the fifteenth anniversary of the Foundation as an independent organization.

"All members of the sponsoring organizations and all Foundation supporters regional farm leaders and businessmen are cordially invited to visit Renner on that special day," Dr. Lundell said.

"The Field Day program will start at 1 p.m. with guided tours of the Foundation's Renner headquarters and the field crop demonstration farm."

Highlight of the evening program, which will begin with a barbecue dinner at 6:00 p.m., will be presentation of the Hoblitzelle National Award in the Agricultural Sciences.

"Texas Research Foundation is especially eager for its supporters and friends to visit Renner this Field Day and to inspect our research facilities and laboratories, our experimental fields and the full scale farming system in operation on our demonstration farm," Dr. Lundell continued.

"Visitors will find much of interest in the Foundation's extensive series of experimental farming systems from which Foundation scientists have obtained valuable information on soil fertility, soil moisture management and crop yields during recent years."

He said that the scientist honored by the 1960 Hoblitzelle National Award will receive \$10,000 in cash, a certificate and gold medallion for having made the most notable contribution to agricultural science during the four years ending Dec. 31, 1959.

"The Foundation will announce the name of the recipient at the Field Day. The purpose of the Award is to encourage and to give suitable recognition and financial reward to the recipient for his accomplishment in furthering agricultural science," he concluded.

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News Spotlight

Streetman Joins Renner Research Staff. Dr. L. J. Streetman, a West Texas plant scientist, has joined the Renner research staff of Texas Research Foundation.

Dr. Streetman, who holds a Ph.D. degree in cytogenetics from the University of Arizona, will head the Foundation's plant breeding program on sesame and continue his cytogenetical work on West Texas range grasses.

Dr. Streetman is affiliated with the Botanical Society of America and the Western Section of the Range Society. One of his objectives in his oilseed research at Renner will be the improvement of the quality and yield of sesame.

*

Rhodes Named Cancer Crusade Chairman. William E. Rhodes, Sr., Dallas insurance agent, has been named general chairman of the 1960 Cancer Crusade for the Dallas unit of the American Cancer Society.

Mr. Rhodes, a 32-year veteran in the life insurance business, is connected with the Fidelity Union Life Insurance Company, Dallas. He has been identified with the Cancer Crusade for several years.

The annual April Cancer Crusade has been spearheaded since 1946 by the Dallas Association of Life Underwriters, of which Mr. Rhodes is currently treasurer.

*

Crossman Named Endowment Fund Chairman. Jerome K. Crossman, prominent civic and philanthropic leader, has been elected chairman of the board of trustees of the Dallas Home for Jewish aged endowment fund.

Other officers who were re-elected include Nolan Glazer, vice-chairman; Marvin J. Wise, treasurer, and Meyer J. Rachofsky, secretary.

The fund was created to insure the financial stability of the Home and to provide funds for expansion, emergencies, special projects and research.

The Home is in its seventh year of operation and now serves 75 aged and chronically ill.

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CHAMBERS

Chambers Accepts Community Chest Chairmanship. James F. Chambers, Jr., executive vice-president and general manager of the Dallas Times Herald, has accepted the chairmanship of the 1960 Community Chest campaign.

The Chest drive musters 6,500 volunteers annually to help raise operating expenses for 37 health, welfare, rehabilitation, and youth agencies serving Dallas and Dallas County through 111 service centers.

As Dallas' only federated fund-raising campaign, the Chest drive counts among its agencies many large organizations, such as Salvation Army, Boy Scouts, Girl Scouts, Camp Fire Girls, Children's Medical Center, Dallas Day Nursery Association, Lighthouse for the Blind, Goodwill Industries, YMCA, and YWCA.

*

Texas Turnpike's Annual Report Notes '59 Gains

During 1959, second full year of operation of the \$58,500,000 super-highway, The Dallas-Fort Worth Turnpike, a traffic increase of 25.6 per cent was reported over the previous year. This was an increase of 51.2 per cent over average daily traffic during the first four months of operation in 1957.

The turnpike's gross revenue of \$2,808,411.10 from all sources in 1959 covered all operating expenses and interest requirements, plus an excess of 17.7 per cent of interest costs. Any such excess eventually goes toward retirement of the turnpike's bonds. This earnings record contrasts with 1958, when only 98.9 per cent of interest costs were earned, in addition to operating expenses.

The turnpike in 1959 had a total of 7,255,048 vehicle trips, or approximately 20,000 daily. In 1958 there was 5,775,453 vehicle trips made on the turnpike, or a daily average of approximately 15,800.

The turnpike again enjoyed another banner safety year. In 142,495,720 vehicle miles driven, only three fatalities occurred. This average of 2.1 deaths per 100,000,000 vehicle miles was slightly over one third of the national highway average of 5.6 deaths.

The turnpike's trust agreement requires that during 1960, \$375,000 be accrued toward bond retirement, in addition to the \$1,655,625 to be paid for interest. Debt service requirements during 1960 will therefore total \$2,030,625.

Operating expenses during 1959 totalled \$859,366.48, well within the budget of \$1,009,600. The 1960 budget is \$1,000,800.

*

Seven Year MLS Review Shows Millions in Sales

Enough Dallas Homes to meet the residential needs of a city the size of Greenville or Denison have been sold through the Dallas Real Estate Board's Multiple Listing Service in the past seven years.

Thornton Vickery, MLS chairman for the Real Estate Board, revealed on the seventh anniversary of the start of the co-operative listing and sales organization that Dallas realtors and their sales personnel have sold more than 8,500 MLS-listed homes since February 1, 1953.

"That is enough homes for a city of approximately 25,000 persons," the MLS Chairman pointed out. "Greenville's population is estimated at slightly more than 20,000 while the latest estimate available on Denison's total population was just over 24,000 persons."

Total sales price of all existing home transactions through the DREB's Multiple Listing Service in the past seven years "was well in excess of \$136 million," Mr. Vickery reported. "Last year, the total price of homes sold through MLS averaged more than \$2 million a month."

The Multiple Listing Service was organized by the Dallas Real Estate Board and started operations in February, 1953, "as an additional service which realtors who belong to the MLS can offer their customers," the organization's chairman explained.

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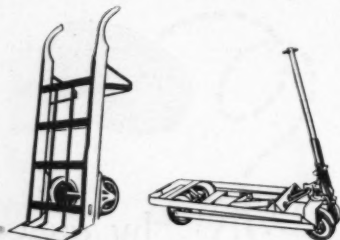
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CLUBS AND ASSOCIATIONS

Walne Heads Electric Club. H. M. Walne, advertising director of the Dallas Power & Light Company, has been elected president of the Dallas Electric Club.

E. C. Wise, manager of distributor equipment sales for the General Electric Company in Dallas, was elected first vice-president, and L. A. Byron, vice-president of the Texas Power & Light Company, was named second vice-president.

★
Blackmon Heads Public Relations Group. Clifton Blackmon, vice-president, public relations, for the First National Bank in Dallas, has been elected president of the North Texas Chapter of the Public Relations Society of America.

Serving with Mr. Blackmon on the 1960 slate are Jack E. Robinson, associate director of the Oil Information Committee, vice-president; Mrs. Marion Lindell, vice-president of The Cain Organization, Inc., re-elected secretary; and Michael B. Crowson, regional supervisor for Licensed Beverage Industries, Inc., treasurer, all of Dallas.

★
Art Directors Honor Marcus. Edward S. Marcus, executive vice president of the Neiman-Marcus Co., has received the annual Cultural Award from the Dallas-Fort Worth Art Directors Club.

Mr. Marcus was cited for his keen interest in the fine arts over the past decade and in particular for his work with the Dallas Museum of Contemporary Arts, of which he is president, and the former Dallas Little Theatre during its first years.

Occasion for the dinner was the presentation of awards to artists over a six-state area (Texas, Oklahoma, Arkansas, Louisiana, New Mexico and Arizona) for the best commercial art, photography and television materials produced in 1959. Forty-seven awards were made from 350 pieces accepted for hanging in the show, which drew more than 1000 entries.

Also presented was the Texas Distinguished Service Medal of the Texas Heritage Foundation, Inc., to Dallas Photographic Illustrator William Langley.

★
Heenan Named Chairman of Manufacturers Group. Frank Heenan has been elected chairman of the Dallas area chapter of the Texas Manufacturers Association. Mr. Heenan is general manager of Johnson and Johnson in Dallas.

Lindsley Waters, Jr., southwest division manager of Foremost Dairies was elected vice-chairman, chapter director, and treasurer.



ASTON

Cotton Bowl Group Names Aston. James W. Aston, president of the Republic National Bank, has been elected president of the Cotton Bowl Athletic Association to serve for the next two years.

Mr. Aston was captain and fullback of the Texas A&M football team in his senior year in 1932-33. In December, 1957, he was named to the Silver Anniversary All-American football team by Sports Illustrated Magazine.

Harry Shuford has been named first vice-president of the association and D. Harold Byrd has been elected second vice-president.

★
Wilkin Heads Petroleum Landmen's Association. George E. Wilkin, Jr., trust officer and head of the oil division of the trust department, Republic National Bank of Dallas, has been elected president of the Dallas Petroleum Landmen's Association.

Other officers for 1960 are Eugene H. Gunter, G. H. Vaughn Interests; John W. Storey, regional landman, Sun Oil Company; Hunter E. Akard, general agent, Texas Pacific Land Trust; vice-presidents; James W. Beavers, head of the land Department, Hunt Oil Company, secretary; James R. Townsend, head of the land department, TXL Oil Corporation, treasurer; and William R. Marshall, assistant division landman, Texaco, Inc., sergeant-at arms.

★
Prewitt Installed Arts Association President. Dudley B. Prewitt, a partner in the Prewitt Printing Company, has been installed president of the Dallas Graphic Arts Association.

Other officers are Bill Newman, vice-president and Gordon Hughes, secretary-treasurer.

Clubs and Associations

Kustermann Heads YMCA Secretaries. Howard H. Kustermann, general secretary of the Dallas County YMCA, has been elected president of the YMCA secretaries of the United States and Canada.

Mr. Kustermann will serve a three-year term as head of the North American Association of Secretaries, composed of 4,000 YMCA staff men.

Dallas County YMCA is a member of the Community Chest.

★

Scruggs Installed as Credit Group Head. Sam C. Scruggs, Jr., has been installed president of the Dallas Association of Credit Management, Inc. Mr. Scruggs is secretary and treasurer of Carrier-Bock Company.

Other association officers include Lee Keltner, 1st vice-president; J. P. Brashear, 2nd vice-president; Frank C. Carter, treasurer; George E. (Larry) Lawrence, secretary and executive manager; and R. H. Buchheit, councilor.

★

Weaver Named by Engineers Group. Walter R. Weaver, manager of utility sales of Allis-Chalmers Manufacturing Company, has been elected president of the Dallas Chapter of the Texas Society of Professional Engineers for 1960.

A mechanical engineering graduate of the University of Texas, Mr. Weaver has for the past three years served as vice-president and secretary of the organization he now heads.

Other new officers are: George H. Fefert and Robert S. Harris, vice-presidents; Clare J. Colman, secretary; Gerson Berman, treasurer; and P. S. Neblett, Roger H. Herod, Jr., Alan H. Smith, Robert T. Martin and B. F. Farrar, Jr., chapter directors.

H. George Gregerson, a Dallas consulting engineer, has been elected a director of the engineers group. Mr. Gregerson is a partner in the engineering firm of Gregerson and Gaynor.

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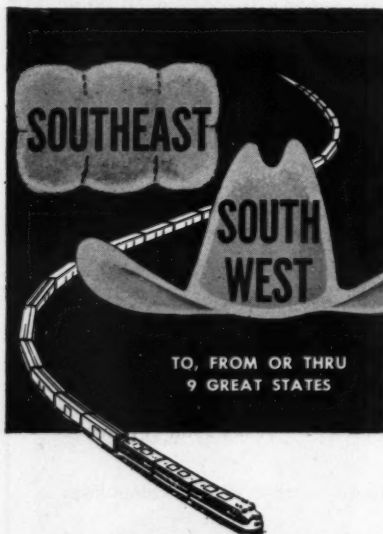
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HONORS AND AWARDS



BANKSTON

Bankston Wins National Honor.

W. O. Bankston, president of Bankston Motors, Inc., Dallas, has been presented with the Saturday Evening Post's first annual Benjamin Franklin Quality Automobile Dealer Award.

The presentation was made at special ceremonies at the Mayflower Hotel, Washington, D. C.

★

R. L. Thornton Receives Brotherhood Citation

At the 21st annual Brotherhood Dinner of the Dallas Chapter, National Conference of Christians and Jews, R. L. Thornton, Mayor of Dallas, received the organization's national Brotherhood Citation.

The citation paid high tribute to Mayor Thornton as an "untiring servant of all" with an unceasing concern for the needs and welfare of his fellow man.

"He has won the invaluable cooperation and warm personal affections of all segments of this grateful metropolis for his devotion to the common good," the citation read. "Through his untiring efforts innumerable public improvements have been developed, benefitting all of the people of Dallas."

The presentation was made by J. L. Latimore, 1958 recipient of the Brotherhood Citation.

★

Dallas Engineers Honor Dean Flath.

The Dallas Chapter of the Texas Society of Professional Engineers named Dean Earl H. Flath of Southern Methodist University as 1959 Engineer of the Year.

Dean Flath accepted the honor presented in behalf of the Chapter by Dr. Elgin B. Robertson, past president and

1954 Engineer of the Year, and gave credit in turn to the Dallas area engineers for their support to SMU and himself in the cooperative plan employed in the School of Engineering at the University.

President Willis M. Tate of SMU added his congratulations to the dean in behalf of the school. Guest speaker was George R. Benz, manager of the Phillips Petroleum Company's engineering department, Bartlesville, Oklahoma.

★

Florence Receives Civic Service Award.

Fred F. Florence, Dallas banker and civic leader, is the recipient of the 1959 Distinguished Civic Service Award of the Greater Dallas Planning Council.

Mr. Florence was honored at the council's 12th annual meeting in the Baker Hotel.

The presentation of a silver cup to Mr. Florence by Dr. Willis M. Tate, president of Southern Methodist University and awards committee chairman, climaxed a program devoted to the theme, "Planning Pays Dividends."

Mr. Florence's many activities cited by Dr. Tate include directorships of the Dallas Chamber of Commerce, the Dallas Citizens Council, Dallas Community Chest, State Fair of Texas and others.



DeJERNETT

DeJernett Honored. Ira E. DeJernett of DeJernett Advertising Agency and member of the board of directors of the Better Business Bureau, has been given the first annual Silver Award for outstanding contribution to Dallas advertising.

The citation is jointly sponsored by the Advertising Federation of America and Printer's Ink Magazine. It was presented by the Dallas Advertising League of which Mr. DeJernett is a past president.

Honors and Awards

Citizens Council Elects Allen. Dallas insurance executive Austin F. Allen has been elected president of the Dallas Citizens Council.

Mr. Allen is chairman of the board for Texas Employers Insurance Company, Employers Casualty and Employers National.

Serving with him will be C. A. Tatum and Fred F. Florence, vice-presidents, and W. W. Overton, secretary-treasurer.

The citizens group is comprised only of chief executives of about 250 of the city's leading firms.


★

Leo F. Corrigan Named Outstanding Realtor

Leo F. Corrigan, noted Dallas realtor whose real estate operations are spread from coast to coast, has been selected as Dallas' "Outstanding Realtor" for 1959.

Announcement of the honor and the presentation of the Easterwood Cup to Mr. Corrigan was made at the 23rd annual Easterwood Cup luncheon meeting of the Dallas Real Estate Board at the Adolphus Hotel.

Long a member of the Dallas Real Estate Board, Mr. Corrigan currently is a trustee of the DREB Educational Foundation. He also is a member of the Texas Real Estate Association and of the National Association of Real Estate Boards, as well as of the National Institute of Real Estate Brokers, an affiliate of the NAREB. He also is a member of the Home Builders Association of Dallas County.



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Banking

Mortgage Bankers Report Over 13,000 Transactions

Dallas mortgage bankers in 1959 made more than \$200 million available in investment capital for the continuing expansion of Dallas.

The money, in the form of new mortgage loans made by members of the Dallas Mortgage Bankers Association, was used to:

Help some builders erect new homes, and to help families buy these new homes, or to purchase existing homes; to help businessmen construct new industrial plants, purchase existing plants to expand existing facilities; and to help investors and builders in the construction of new apartment buildings, new shopping centers, new office buildings and other structures.

Large majority of the more than \$211 million that went into new mortgage loans in Dallas last year was brought into the city's economy by the Dallas MBA members from life insurance companies, mutual savings bank and other investors throughout the nation.

In announcing the results of the Association's first annual survey of new mortgage loans, DMBA President James Biddle reported that more than 13,000 new transactions were made by Association members last year.

At the end of 1959, Dallas MBA members were servicing more than 105,500 mortgage loans totalling some \$1,080,000,000 (billions).

Dallas mortgage bankers are largely responsible for channeling capital into Dallas from New England and other areas where the savings habit traditionally is strong, Mr. Biddle said.

"This movement of outside capital into Dallas in recent years has played the major role in helping finance the city's residential and industrial growth," he emphasized.

The 62 members of the Dallas Mortgage Bankers Association represent more than 280 of the nation's largest life insurance companies, mutual savings banks and other investors.

Competition for investment capital "is intensive in all of the nation's major

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growth areas, such as Dallas and the Southwest generally," the Dallas MBA president added. "This competition, plus the aggressive desire of our mortgage bankers to make good investments and to help build Dallas, resulted last year in sufficient funds to meet the needs of qualified borrowers—and at interest rates equal to or lower than those in other 'growth' sections of the country."

In Dallas during 1959, approximately 5,400 new FHA loans were handled by members of the Dallas Mortgage Bankers Association—more than any other kind of residential financing, the group's annual survey revealed. Dollar volume of new FHA loans handled by Dallas MBA members exceeded \$63 million.

Dallas mortgage bankers last year "did an outstanding job in handling some 3,200 new Veterans Administration loans totaling more than \$36,000,000," Mr. Biddle reported.

The mortgage bankers also handled more than 4,600 new conventional loans on homes totaling more than \$71 million. New commercial and industrial loans reported placed by Dallas MBA members in 1959 exceeded \$35,500,000.

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Women in BUSINESS

by Jim Stephenson



Peggy Dobbins

Miss Peggy Dobbins has made about 60 speeches before women's groups in the last few months on the subject of how to be a financial successful widow.

Peggy speaks as head of the year-old Women's Department of the Mercantile National Bank at Dallas—a department created just a year ago, especially for Peggy. Frequently, after Peggy speaks, women will say to her, "I want my husband to meet you."

The women are impressed, and they want their husbands to be impressed, by what Peggy has to say: That good estate planning is very important—planning with the aid of a good lawyer, a good accountant, a good insurance man, and a good bank.

"Many women are not aware of the important services that a good bank's trust department, and other departments, have to offer," the pretty young woman lawyer said last week.

"And few know how to manage an estate at the least cost—in taxes and otherwise."

Realizing these truths, Mercantile men were elated last year when the Smith College graduate—law degree from the University of Texas in hand—came along with some answers to a burning question: How to "get through" to the women.

They knew, as Peggy pointed out in preliminary interviews, that women handle most of the family income, that they

own more than half of all corporate stock, that they are beneficiaries of most life insurance policies, that they hold nearly half of the real estate, and that they actually earn about a third of individual income.

"Women are pretty important, financially, and they deserve a lot of a bank's attention," observed Peggy, and the bankers agreed.

They hired Peggy, exposed her briefly to about every phase of Mercantile banking, then set her up in her own department.

Peggy has been doing that speech-making ever since, and talking individually with women about problems they'd rather talk to another woman about than to a man. It's working out fine. Comment on the Mercantile Women's Department has been quite favorable. That's for two reasons: Peggy knows her financial stuff, and with a genuinely friendly interest in the problems of others, enjoys helping them make their money count for the most it can.

By use of charts, Peggy can show a woman, for example, how to save thousands of dollars in taxation through trust management of her estate.

And she may advise a Texas widow not, repeat, not, to pay off the mortgage on the homestead, very first thing, as she might be inclined to do.

"This is not always best," Peggy explained, "because once money is paid into

a homestead in Texas, there's no way to recover the use of it, except through sale of the property. The money might better be invested at interest, where it could be used if needed."

Five foot three inch brownette Peggy, a native of Ohio, was reared in Michigan and Florida. After Smith College, she put in a year at the University of Miami before taking her law degree at Texas. There she took special courses in taxation, probate administration and trusts.

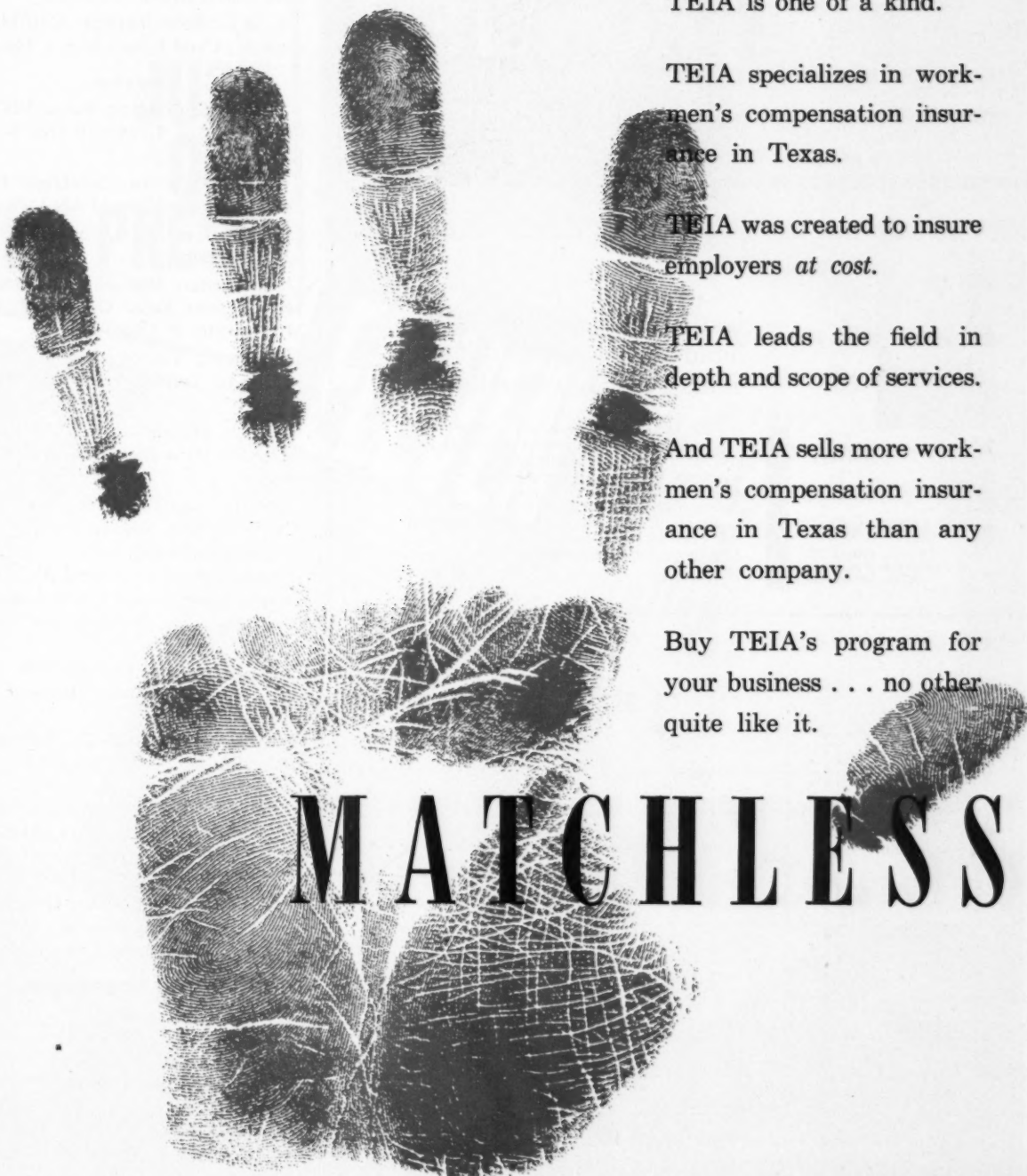
Her grandfathers both were lawyers, and her brother is now a lawyer with a Wall Street firm. Her late father was an engineer, and then an automotive industrialist before retirement. When legal complications set in at his death, and her mother's lawyers appeared to lag at their chores, Peggy went directly to the judge for counsel. Her lawyer brother was aghast, but she went off to law school on her own with his blessing.

An active member of the Dallas, Texas and American Bar Associations, Peggy also retains a lively interest in Smith College affairs.

She's working pretty hard right now on a Smith College Club book sale, coming up May 11-12 at the Museum of Contemporary Art.

"The money we take in will be used to send a Dallas girl to Smith," said Peggy.

And, come to think of it, that's a pretty good investment, if Smith College turns out many young women like Peggy.



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Dallas Theater Center, 3636 Turtle Creek Blvd.; Paul Baker (Richard C. Ingram)

Bill Evans Radio & TV Service, 205 Interurban Ave., Richardson, Texas (Charlie Barrett)

General Travel Society, Inc., 918 Praetorian Blvd.; G. A. Kellberg (Richard C. Ingram)

Mobile Homes Service, 6902 West Jefferson; J. L. Coats (Asher Dreyfus, Jr.)

Ridgway Mailing Co., Inc., 1400 Sullivan St.; E. M. Ridgway (John J. Hospers)

Service Organization

Oak Cliff Country Club, P.O. Box 13627; Victor E. Rimes (Harvey Bradshaw)

Professional

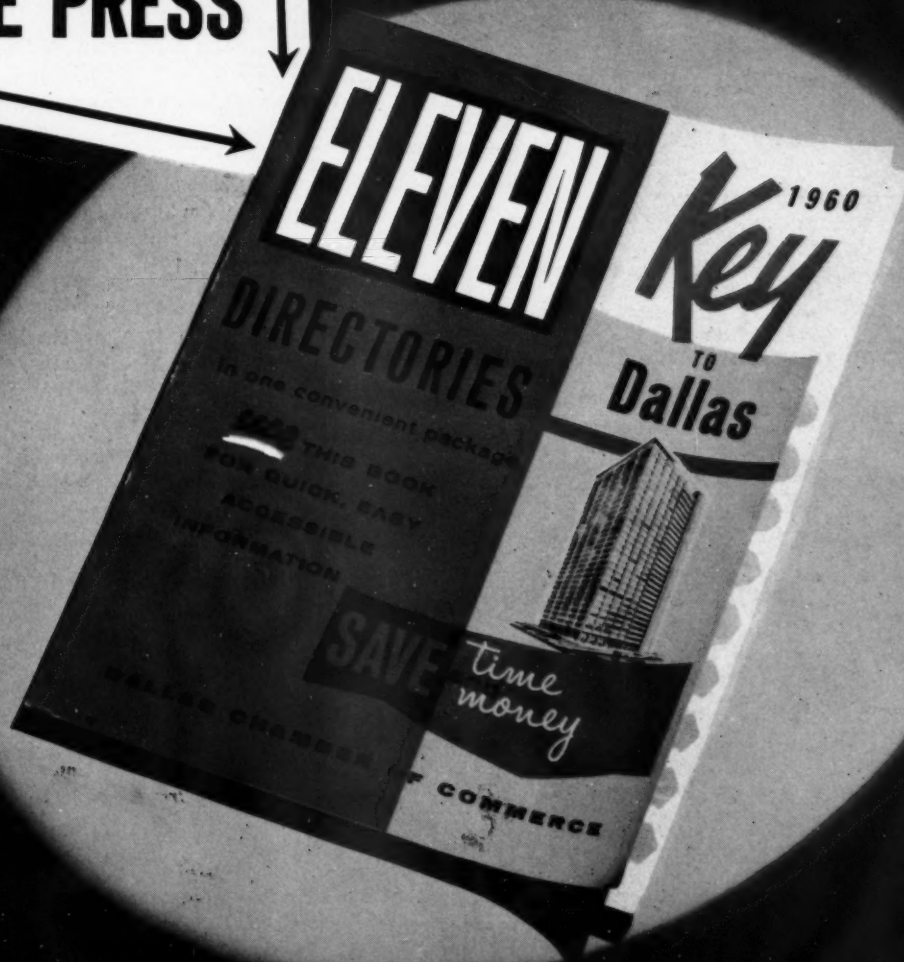
Ben Atwell, Attorney, Fid. Union Life Bldg. (Bill Shaw)

Look Magazine, 1505 Southland Center; Lockwood B. Seegar (Asher Dreyfus, Jr.)

Weatherall Advertising, 222 West 11th,



**JUST
OFF
THE PRESS**



Note — To Media Directors
and Advertising Managers

**This book carries a complete breakdown
of DALLAS Magazine Primary Circulation.**

Many top executives observe that the man who is brilliant in the boardroom is often a bore at the microphone.

Grow your own executives, and junior executives. Let them learn how to win sales and influence customers through the —

DALE CARNEGIE COURSE

Presented by The Southwestern Institute
of Leadership Training



DALE
CARNEGIE

P.O. BOX 18064

DALLAS 18, TEXAS TEL. DA 7-2214

your insured savings earn

4%

Metropolitan

SAVINGS AND LOAN
Association

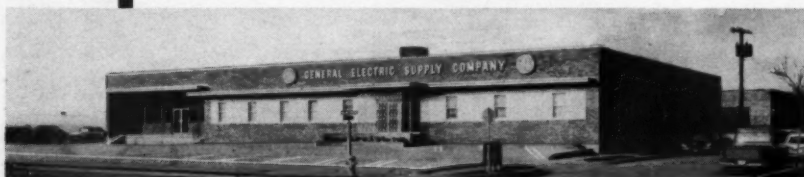
current rate
compounded
semi-annually

1400 Main Street • Dallas • RI 1-5101

ELECTRICAL TRADE...

Contractors, Engineers and Dealers!

**WE HAVE MOVED
To Our New Building...**



1910 SOUTH GOOD-LATIMER

Come and see our new home... it's 45,000 square feet of floor space incorporates everything on one floor with 10,000 square feet devoted to office space and city counter area, conveniently arranged to serve you quickly and efficiently. Spacious off street parking area for your convenience. Come in... we'll be glad to see you.

**GENERAL  ELECTRIC
SUPPLY COMPANY**

A DIVISION OF GENERAL ELECTRIC COMPANY

**1910 SOUTH GOOD-LATIMER HA 1-7371
DALLAS**

ABILENE EL PASO FORT WORTH LUBBOCK MIDLAND TYLER WACO

Membership

Irving, Texas; G. W. Weatherall (Jack Gidcumb)

James F. McCarthy, Atty., Rep. Natl. Bank Bldg. (Bill Shaw)

Fred W. Schatzman, 2626 Wilton Avenue (John Hoppers)

Retail

Campbell-Rogers Company, 1101-A Ross Ave.; Douglass Campbell (Hubert Owens)

Curry's Rexall Drug, 10212 E. Northwest Highway; John L. Curry (W. D. Janes)

Mart Liquor Store, 401 So. Ervay; Ronald P. Pactor (Staff)

Oak Lawn Package Store, 3903½ Cedar Springs; Jack Connolly (Jack Wantland)

Sheffield Optical Laboratory, 4020 Junius; Jim Sheffield (W. D. Janes)

American Amusement Co., 3305 San Jacinto; Theron A. Webb (E. S. Parr)

Individual

Harold F. Carmichael, Sr., National City Bldg. (Joe Warren, Jr.)

Kirby Edwards, 10623 Estate Lane (Roger Blackmar)

Insurance

Massachusetts Indemnity & Life Ins. Co., 226 Merc. Continental Bldg.; Layden L. Stroud, Jr. (Jim McBride)

Distributors and Wholesalers

Pan-American Import Co., Southland Hotel; E. W. Anderson (James W. Layne)

Canterbury Sales Co., 4350 No. Central Expressway; Louis Cantor (Bernard Rathheim and Jim Cauthen)

Commercial Interiors Co., 115 Brookhollow Service Center; E. G. Fugent (Asher Dreyfus, Jr.)

Amusements

Upstairs-Downstairs Club, 1420 Pacific; George Tish (Fred Garland)

Transfer and Storage

The Edwards Transfer Co., 510 Griffin; Bill Edwards (Charles Barrett, Jr.)

Manufacturing

Identification Plates, Inc., 3163 Cedar Crest Blvd.; R. D. Crownover (Jim Cauthen)

General Heating & Air Conditioning, Inc., 9001 San Benito Way; Richard Burgess and Ralph McMillan (Gail Risch)

Ivy Electric Company, 2805 Live Oak; M. T. Ivy (John Smith)

Texmo of Texas, Inc., 2219 Summer St.; H. D. Newburn (Russell Thompson)

DALLAS • APRIL, 1960

Membership

Service

Ask Mr. Foster Travel Service, Inc., Main & Akard; Russell G. Rogers (Stormy Meadows)

Restway Carpet & Upholstery Cleaners, 4420-22 Elm; Paul Korb (Bob Greenwald)

Delray Service Company, 5938 Prospect; John P. Jackson (Hubert Owens)

National Economy Club, Inc., 4217 Wycliff; William B. Tayloe (Jack Hospers)

Professional Creditors of America, P. O. Box 6113; Don Hastings (Cliff Bivens)

Reinle Typewriter Service, 1624 Bryan St.; Louis Reinle (Ray Wilmarth)

Triangle Trading Stamps, Inc., 421 North Beckley; J. B. Breazeale (Jim Layne)

Real Estate

M. C. Cole Real Estate Co., 3031 South First — Garland, Texas; M. C. Cole and Deacon Head, (James C. Henderson, Jr.)

Dave Moss Business Properties, 211 North Ervay Bldg.; David W. Moss (Don Kerr)

Manufacturing

Garai's Wood Specialty Shop, 2413-15 No. Pearl St.; Ferencz Garai (Admiral A. C. Olney)

Symon's Clamp & Mfg. Co., 4421 Greenville; Floyd Miller (Bill Conklin)

Texas Label Co., P. O. Box 8502; W. W. Svoboda (Jack Johnson)

Restaurant

La Table Des Rois, 2425 Cedar Springs; Pete Cunzalo (James C. Henderson, Jr.)

Professional

Dallas Texans Football Club, Mercantile Bank Bldg.; Lamar Hunt (Roger Blackmar)

H. B. Renfro & Company, 612 Rep. Nat'l. Bank Bldg.; H. B. Renfro (Carol Neaves)

H. Lloyd Lufkin, 516 Beltline, Richardson, Texas (Staff)

Harwell Hamilton Harris, 3603 Lemmon Avenue (Trammell Crow)

A. Earl Cullum, Jr., P. O. Box 7004, Inwood Post Office (James Brown)

Teladco, P.O. Box 28337; John Mitchell (James W. Layne)

Tobin & McConnell, 2520 Cedar Springs (Dean Libby)

Joe H. Warren, Jr., 1030 National Bldg. (Bernard Rathheim)

DALLAS • APRIL, 1960

Established 1925

DITTMAR & CO., INC.

INVESTMENT BANKERS

MEMBERS

NEW YORK STOCK EXCHANGE AMERICAN STOCK EXCHANGE (Assoc.)
MIDWEST STOCK EXCHANGE

DALLAS FEDERAL SAVINGS BLDG.

DALLAS

Riverside 1-4521



Bob Taylor

NOW JUST A MINUTE

... just long enough to say we hope you will give our service and production people a chance to demonstrate what they can do for you ... in offset and letterpress ... from bread-and-butter business forms to smartly tailored advertising sales literature. This we know for a fact: quality printing and good service are the result of a lot of little things done well.

HAUGHTON

Brothers

3116 Commerce Street • DALLAS RI 7-2583
LETTERPRESS-OFFSET PRINTERS

We Insure Everything Insurable

Life • Fire • Auto • Liability
Bonds • Hospitalization
Accident & Sickness • Pensions

DURDEN-HIGGINBOTHAM & CO.

Medical Tower, Suite 320

712 N. Washington

Phone TAYlor 7-5028

Gordon Durden

Lanham Higginbotham Jr., C.L.U.

Serving the Public Since 1928 through the Independent Local Agent

Financial Condition December 31, 1959

Cash and U. S. Government Bonds	\$3,665,000.00
State, Municipal and Other Bonds	1,183,000.00
Common and Preferred Stocks	1,557,000.00
Other Assets	2,163,000.00
Total Admitted Assets	8,568,000.00
Surplus to Policyholders	2,494,000.00

OFFICERS

<i>Chairman of the Board</i> Leo F. Corrigan	<i>President</i> Roy A. Langston	<i>Executive Vice President</i> Dan P. Johnston
<i>Senior Vice Presidents</i> P. R. Reid L. Erston Smith	<i>Vice President and Secretary</i> Victor R. Woodard	
<i>Vice Presidents</i> S. E. Graves J. A. Jones	<i>Treasurer</i> G. T. Christopher	
W. A. Boone W. R. Brooks M. M. Chamberlain	<i>Assistant Vice Presidents</i> T. Jack Clark Geo. A. Crozier	H. T. Hodgetts Chas. B. Kilgore, Jr. Aulton B. O'Dell
Edmon W. Blount	<i>Assistant Secretaries</i> Claude S. Hardin, Jr.	Homer Linn
	<i>Assistant Treasurer</i> Ellis M. Titche	



Dependable Business Climate

(Continued from page 54)

unit, which supplies materials or services necessary for continued operation of the premises at which he works.

- d) Who fails or refuses to cross a picket line or who does not attempt to perform his available and customary work at his place of employment. This is considered as participation and having an interest in the labor dispute.

State franchise taxes

A corporation franchise tax is levied upon the invested capital, surplus, and long-term debt of each corporation to the extent that the corporation does business in Texas. The rate is \$3.00 per \$1,000 of capital until May 1, 1960, and \$2.75 thereafter, until May 1, 1962, when the rate reverts to \$2.25.

The secretary of state mails blanks for reporting franchise taxes to all corporations in advance of the annual reporting date. The tax year is from May 1 through April 30, with the tax collected in advance. Industry groups upon which special taxes are previously levied, such as utilities and insurance, are exempt.

Texas permits domestic and other corporations to allocate their tax base to the state through a formula measuring the amount of business done in Texas.

The formula used is simple. Gross receipts from business done in Texas are divided by the corporations' total gross receipts to determine the percentage of capital employed in doing business in Texas.

Information for your specific needs

If you would like more detailed information about any phase of business in Dallas, your inquiry to INDUSTRIAL DEPARTMENT, DALLAS CHAMBER OF COMMERCE, will be handled promptly and in confidence.

Executives of many new businesses in Dallas give the Chamber's Industrial Department much credit for helping smooth the move to this area, hundreds of individual members of the Dallas Chamber — including Dallas' most prominent industrialists and business men — are ready to give their time and counsel in assisting prospective newcomers.

The Dallas Chamber of Commerce, with 8,500 members, is the largest organization of its kind in the world.

Powerful Banking Position

(Continued from page 21)

Through the years the Dallas banks have greatly broadened their range of loans and investments, not only in types of loans but in geographic location. The banks maintain an extensive network of correspondent bank relationships, which expands the influence of the city. Thus, Dallas has become a major national financial center to which borrowers in an even larger area look for needed funds. Bankers throughout the nation recognize Dallas as a place to get help in participating loans or marketing investments.

Another important aspect of the Dallas financial picture is its savings and loan associations. The 13 associations in Dallas had withdrawable shares (deposits) on December 31 of \$295,742,936, a gain of over \$44 million in just a year. At the end of 1959, these associations had total loans outstanding of \$303,781,885.

Dallas is also prominent as the home of the Southwest's largest investment-underwriting firms and as the regional center for dealers in investment securities. Seven of the Dallas-based brokers are members of the New York Stock Exchange. Mortgage bankers and private investors add to the luster of Dallas' reputation as the financial clearinghouse of the Southwest.

Finally, from the Federal Reserve Bank again:

"It is clear that Dallas holds a commanding position in the Southwest with respect to a product which is universal in all business activity — money and credit. As the Southwest grows, financial activities will expand, involving increased responsibility and prudent judgment in handling and investing large sums of money."

Investment Quality Stocks and Bonds Texas Municipal Bonds

METROPOLITAN DALLAS CORPORATION

MEMBER MIDWEST STOCK EXCHANGE

MERCANTILE BANK BUILDING ARCADE Riverside 8-8661 DALLAS, TEXAS



Mercantile Dallas Building

Southland Center

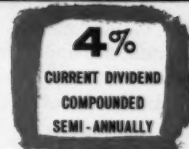
Now two First Federal offices are
pledged to work with you in achieving
safety, service and good earnings

FIRST FEDERAL Savings & Loan Association

Mercantile Dallas Building

RI 1-3521

Southland Center



**Insure
With
Confidence**

Dallas Association of Insurance Agents

25

YEARS OF GROWING

GREAT AMERICAN *of Dallas*

INSURANCE COMPANIES

This is a report of the Progress of the Company in its first quarter century. Perhaps no other period of a company's history is more interesting or more significant.

It is interesting that we are now older than a majority, and significant that we are larger than 85% of all the life companies in the nation. On the average it has taken life insurance companies over forty years to reach a volume of \$200 million. In 25 years we have reached \$255 million life insurance in force plus, in premium income, an even greater volume of health insurance.

That our sound and unusual growth is continuing is evidenced by the growth highlights of the past 10 years. In this period life insurance in force has increased 591%, income has increased 306%, assets 595%, and surplus to the policyowner 406%. During 1959, life insurance in force was up 21%, assets up 15%, policyowners surplus up 15% and production of new business up 20%.

Our progress would be unusual even if at the beginning we had possessed unlimited resources. The humble beginning considered, our growth from a standing start has been very gratifying to all of us in the Company.

During 1959 we took another step forward. Through our companion, Great American of Dallas Fire and Casualty Co., we now offer residential fire and homeowners' policies and have pioneered the monthly premium automobile policy. Another new affiliate, Great American of Dallas Investment Co., is engaged in the mortgage loan business.

On behalf of the officers and directors I would again like to express our deepest gratitude to all those who have made this progress possible: our policyowners, our salesmen, our employees, our stockholders and other friends.

Travis T. Wallace

TRAVIS T. WALLACE
President

GROWTH HIGHLIGHTS OF THE PAST TEN YEARS

	1949	1954	1958	1959
Life Insurance				
in Force	\$41,559,765	\$106,692,307	\$202,496,439	\$246,004,349
Total Income	3,308,891	5,968,389	9,375,297	10,150,400
Assets	3,266,539	8,138,815	16,802,069	19,445,193
Capital and Surplus	1,048,985	2,232,229	3,687,299	4,265,900

SALES AND SERVICE OFFICES IN DALLAS

CITY AGENCY

4123 N. Central Expressway
Dial LA 1-3124 or RI 7-0361
Warren N. Higgins, Manager

DALLAS AGENCY

2425 Live Oak at Central Expressway
Dial TA 4-4560 or RI 7-0361
William V. Crook, C.L.U., Manager

DALLAS BROKERAGE AGENCY

2020 Live Oak
Dial RI 7-3280 or RI 7-0361
A. L. Ragle, C.L.U., Manager

OAK CLIFF AGENCY

Oak Cliff Chamber of Commerce Bldg.
Dial WH 2-3225 or RI 7-0361
Fred F. Browder, Manager

16 OTHER BRANCH OFFICES IN THE SOUTHWESTERN STATES

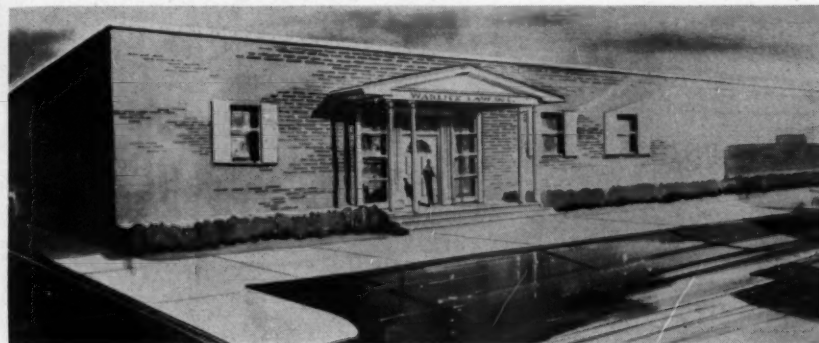


LIFE
HEALTH
AUTO
FIRE



GREAT AMERICAN *of Dallas*

GREAT AMERICAN RESERVE INSURANCE COMPANY
GREAT AMERICAN OF DALLAS FIRE AND CASUALTY CO.



Warlick Law Plans New Printing Plant

Warlick Law, Inc., specialists in legal and financial printing, will build this new printing plant and office at 2263 Valdina Street in the Trinity Industrial District. Construction of the 12,500-square-foot, \$250,000 facility will be started immediately by Edgar A. Guest, general contractor, with completion scheduled for early June. The offices and plant will be completely air-conditioned.

► Fleetwood Square, the three million dollar center at 5206 Maple Avenue, will begin to take physical shape on July fourth when ground-breaking ceremonies are to be held.

The center will consist of Fleetwood Tower, an office-exhibit building; Fleetwood Terrace, a theater-auditorium, and Fleetwood Fountains, a restaurant with private club. The complement of three structures will be erected on the four-acre site where the Maple Theater now stands.

Edmund G. Peterson, Dallas builder, together with the oil firm of Bright & Schiff, will erect the square which has been designed by George L. Dahl, architect.

*

► The Western-Newell Manufacturing Company, manufacturers of drapery hardware, has begun construction on a new 15,000-square-foot office and warehouse facility at Viscount Row and Monetary Drive in the Brook Hollow Industrial District. When completed, the building will triple the size of the firm's present facilities. Real estate negotiations were handled by Earl Hertel of Larry Klindworth and Company, Realtors.

*

► Potts-Woodbury, Inc., Kansas City advertising agency, has opened a Dallas branch office in the Braniff Airways Building. The Dallas office has been established primarily to facilitate services for the agency's client, Braniff International Airways. The present Braniff service group is headed by Potts-Woodbury's Jack Nichols, formerly advertising manager with Northwest Orient Airlines.

► Mayo Brothers, Inc. have bought the controlling interest in Rogersnap Business Forms, Inc. The 21-year-old business forms firm is located at 4924 Reading in a 25,000-square-foot building. The Rogersnap firm will retain its present name and Maxey Mayo, president of Mayo Brothers, will be executive vice-president and general manager. Mrs. Will Rogers, wife of the late founder of the firm, will remain president in an advisory capacity.

*

► The Fair of Texas will open a 300,000-square-foot department store in Dallas' Exchange Park in 1962. The newest and ninth store of the merchandising firm, with home offices in Fort Worth, will represent an investment of \$12,000,000. It will be constructed of steel, concrete and masonry, conforming to other buildings in Exchange Park, and connected with other Exchange Park facilities by covered, air-conditioned pedestrian malls for all-weather convenience and comfort.

*

► Radio Station KVIL, a new station owned by the University Advertising Company, has opened, operating on a frequency of 1150 kilocycles. Officers of the University Advertising Company are John J. Coyle, president; Jack R. Howard and John Hicks, vice-presidents; Robert F. Ritchie, secretary, and Norman S. Strange, treasurer.

*

► Edward T. Dicker, Investments, has opened offices at 3514 Welborn Street, Dallas.

Continental Cuisine for
the Discriminating
Gourmet at

Cafe D'Or

NEVER BEFORE
SUCH A VARIETY
OF DELICACIES
IN DALLAS...



PREPARED BY
A STAFF OF
WORLD-FAMOUS
CHEFS

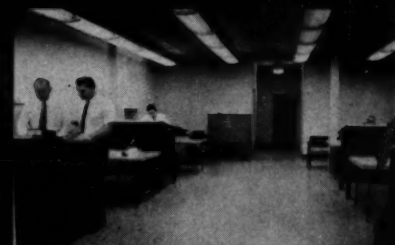
You'll enjoy a rare dining experience in the Cafe D'Or at the new Sheraton-Dallas Hotel. Select such Continental delicacies as Shish Kebab Istanbul... medallions of Filet Mignon, marinated in Red Wine and spices, broiled on sword with Mushrooms, Tomatoes, and Green Peppers. This and many other delights for your dining pleasure at Cafe D'Or. Open from 6 p.m. every evening except Sundays.

Sheraton-Dallas
HOTEL

LOCATED IN EXCLUSIVE SOUTHLAND CENTER

**TO BETTER SERVE YOU ...
A NEW DALLAS HEADQUARTERS
FOR TEXAS DISTRIBUTORS!**

Our new and larger quarters include a completely stocked warehouse and parts department, 24-hour service facilities, installation department (with a complete sheet metal shop), engineering, advertising and promotion, sales and executive offices. Our 30,000 sq. ft. building is planned for efficient attention to your heating and air conditioning needs! Visit us at any time.



Experienced professional engineers plan installations.



Large stocks of parts and equipment in our warehouse.



Service crews and trucks at the new Texas Distributors, Inc. headquarters, 2831 Nagle Street, Dallas.



Servicemen's report room is a new convenience.



Dispatcher keeps history of each TDI installation.

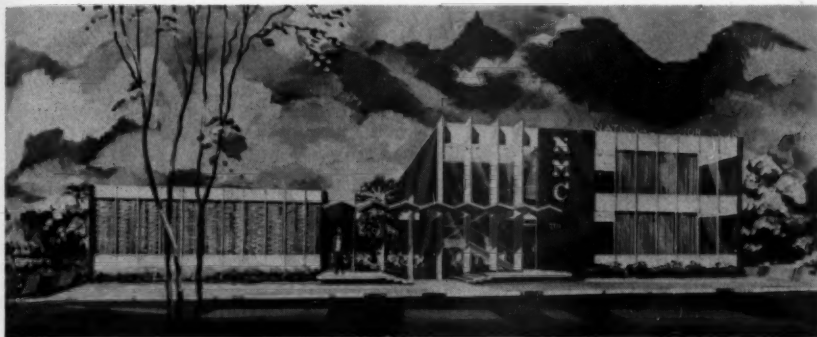
Every day, more and more Dallas and North Texas businessmen are discovering that the engineering know-how of Texas Distributors, Inc. and the dependability of General Electric equipment make an ideal team for solving any air conditioning problem. We'll be happy to make a survey of your requirements, at no obligation.



**TEXAS
DISTRIBUTORS, INC.**

2831 Nagle Street • Dallas, Texas • Fleetwood 7-9141

DALLAS • TYLER • WACO • WICHITA FALLS • LONGVIEW • FORT WORTH



National Motor Club Plans New Building

Construction is now under way on this \$100,000 building for the National Motor Club at 2711 Cedar Springs. According to James C. Craig, N.M.C. President, the building will be completed in June. H. C. Goodman is general contractor.

► The Construction Materials Mart, when ready for occupancy late in 1961, will contain more than a half million square feet of display, meeting and office space for the construction industry. Located in the Stemmons Freeway area, it will be adjacent to Market Hall (under construction), the Dallas Trade Mart, the Homefurnishings Mart and the Marriott Motor Hotel — other major units of the construction Materials Mart Center.

Located on a 25-acre tract, some 20 acres will be set aside for tree-lined parking areas completely surrounding the building, which features a ground floor exhibit hall of 302,500 square feet and twin towers 56 by 250 feet and ten stories high.

Architects of the Mart are Harwell Hamilton Harris, A.I.A., and Harold Berry, A.I.A., both of Dallas. Construction is scheduled to start this fall.



PERIODIC INVESTMENT PLANS

offer you investment units in multiples of \$2,500 with investments as low as . . . \$125 Initially and \$25 Periodically. Under a United Periodic Investment Plan you invest in

United ACCUMULATIVE FUND Shares

a diversified, managed mutual fund with investments in over 100 American corporations.

For Prospectus and descriptive literature, without obligation, fill in and RETURN THIS ADVERTISEMENT.

WADDELL & REED, INC.

Principal Underwriters
"Offices From Coast To Coast"

CALL
Riverside 1-5325

JIM McBRIDE
505 N. ERYAY — DALLAS

Serving Dallas for 32 Years

FINANCIAL STATEMENT

AS OF DECEMBER 31, 1959

ASSETS

Cash	\$ 457,383
Stocks and Bonds	2,139,171
Home Office Building	4,411,099
Mortgage Loans	10,921,409
Policy Loans	2,163,693
Deferred and Uncollected Premiums	737,846
Interest and Rents Due and Accrued	59,716
	<hr/>
	\$20,890,317

LIABILITIES

Policy Reserves	\$18,005,031
Reserve for Dividends and Premiums and Interest Paid in Advance	379,312
Reserve for Taxes	264,621
Reserve for Sundry Liabilities	357,213
Surplus for Protection of Policyholders (In addition to Legal Reserve)	1,884,140
	<hr/>
	\$20,890,317

**INSURANCE
IN FORCE
\$211,217,254**



HOME OFFICE
DALLAS

RIO GRANDE NATIONAL Life Insurance Company

R. W. BAXTER, Chairman of the Board

R. P. BAXTER, President

OFFICE CARPETS

cleaned strikingly beautiful. Faded or worn
carpets TINTED thrilling new exotic colors.

Guest EV 1-5176

ELECTROTYPERS

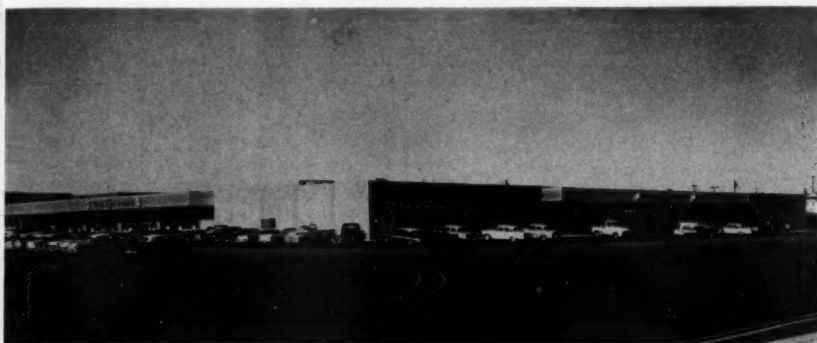
SAM ROSS McELREATH CO.

EQUIPMENT RENTAL

Motor Cranes • Draglines
Trenchers • Backhoes
Shovels • Dozers

F.S. LDT COMPANY
GENERAL CONTRACTORS
DALLAS • FORT WORTH
LARGEST MOTOR CRANE SERVICE IN THE SOUTHWEST

New and Expanding Business



W. A. Green Company has opened this new branch department store in the South Oak Cliff Shopping Center at Kiest Boulevard and South Lancaster.

W. A. Green Branch Store. Embodying the newest in store design and color decoration, W. A. Green Company's South Oak Cliff branch provides 60,000 square feet of retail space on one floor and 28,000 square feet of storage and stock room in the basement.

The store provides a complete children's shop, including nursery furniture. It has 38 departments, and employs 177 people, many of them Oak Cliff residents. And there is a S & H Green Stamp Re-

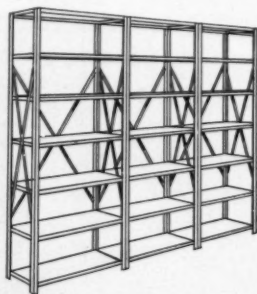
demption Center occupying 6,000 square feet in the retail section.

Emmett McLain is manager of the new Oak Cliff store, and C. F. Jasper is assistant manager.

★
Clifford Sage has resigned as vice-president and public relations director of The McCarty Company of Texas' Dallas office and has established his own public relations agency in the Interurban Building.



COMMERCIAL SHELVING



STORAGE CABINETS



LEDGE TYPE SHELVING

PACKAGED

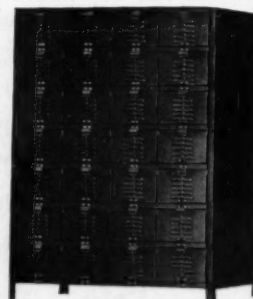
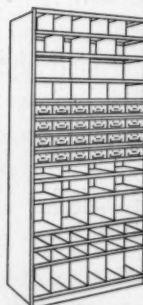
Industrial and Commercial

Quality
**Steel Crafted
Storage Products**
by
INCA

PARTS BINS



COUNTER SECTIONS



LOC-A-TIERS

call, wire or write for complete catalogue.



Inca Metal Products Corporation

Dallas Phone CH 7-6141

Carrollton, Texas

New and Expanding Business



General Electric Supply Now Operating in New Quarters

The Dallas office and warehouse of General Electric Supply Company is now in full operation in the firm's quarters at 1910 South Good-Latimer Expressway. The new facilities provide a space of 45,000 square feet, with the building's air-conditioned office, city counter and display areas occupying 10,000 square feet. Ample off-street paved parking is provided.

▶ Tom Thumb will construct a huge new super market in Grand Central Shopping Center, the first major shopping center to be built in Grand Prairie. The new project, to be constructed at the northwest corner of Main Street and 19th Street, will include more than 92,500 square feet of buildings, plus parking areas for more than 500 automobiles. The new Tom Thumb Super Market will have more than 27,000 square feet of space, making it the largest unit in the locally-owned chain in Dallas County.

★

▶ Texas Industries, Inc., Dallas, has acquired Circle Concrete Corporation and two affiliated companies, Circle Concrete Corporation of Garland, and the Bowden Company. The companies operate four

ready mix concrete batching plants and 41 ready mix trucks in the Dallas, Garland and Mesquite areas. All Circle personnel will continue with the organization headed by Ralph B. Rogers, president with Earl Bowden as general manager.

★

▶ Joe Maberry & Company, a realty firm, has been established by Joe F. Maberry for the sale, leasing and developing of commercial and industrial properties. Offices have been opened at 211 North Ervay Street. Mr. Maberry is head of the Maberry Construction Company and a former president of the Home Builders Association of Dallas County. He plans to devote full time to his new real estate business and withdraw from the construction field.

ABE I. BRILLING INSURANCE AGENCY

Leon Nagid
Milton Worth, Associate
1920 Davis Bldg.

RI 8-4557

JOE MABERRY & CO.

Realtors

Commercial and
Industrial Properties

211 N. Ervay
RI 8-0171

A NEW LOCATION

We are now better equipped than ever to serve you in our new location at 4309 Avondale.

This modern plant also houses our files of a Half-Million Negatives of Old Dallas pictures, indexed by firms.

Call us for Old Pictures — and for prompt and dependable photographic service on today's requirements.

Call LA 8-4211

Since 1911

Frank **R**ogers, **AND** **S**ON
PHOTOGRAPHERS
4309 Avondale * Dallas

Get those tough jobs done faster, cheaper!



AVAILABLE WITH OPERATOR BY DAY, WEEK OR JOB

HYDROCRANE — for setting steel, machinery (including precision machines or heavy duty), and lifting any damageable materials.

TEXAS DELIVERY SERVICE

920 S. LAMAR

RI 8-4444



DeWitt Ray Jr.

YOUNG MEN GOING PLACES

by Elery Owens

Background and inclination do not always dovetail in the shaping of a business career.

But they have—in the case of DeWitt Ray Jr., the 35-year-old President of Guardian Savings and Loan Association.

DeWitt literally grew up in the financial world; his father is a well-known Dallas banker. So having been surrounded by this influence since boyhood, it was entirely natural that the son should enter a similar or allied field.

And at Guardian, DeWitt has been able to pursue what he calls an inclination toward trading.

As he puts it, "Trading always fascinated me, and there's plenty of it in this business."

Then, too, there is an opportunity for a greater diversity of responsibilities than might be possible in financial institutions where a high degree of compartmentalization exists.

"In this size institution," says DeWitt, "you have your hand in everything that is going on."

That's a big challenge in itself. Guardian is observing its 32nd anniversary this year. And with assets of more than \$20,000,000, it ranks among Dallas' top five savings and loan associations.

DeWitt joined Guardian seven years ago. But he already had considerable experience in the loan field—three years in the Dallas and Houston offices of T. J. Bettes Company. There, he had been primarily concerned with originating and processing loans—and had been made an

Assistant Vice President with Bettes, before he came to Guardian.

Within about a year, he was named to a similar office with Guardian—and moved steadily upward. DeWitt became Vice President in 1955; Executive Vice President in 1957. And then in January of this year, he was elevated to the Presidency of Guardian.

In a sense, it was the progression of an interest that developed through youth and college. And with Guardian, DeWitt has had a part in the unfolding of a financial success story.

During the past seven years, Guardian has achieved a remarkable rate of growth—from about \$4,000,000 in assets to some \$20,000,000. And with a growth rate above the national average, DeWitt sees this being tripled, or nearly so, by 1970.

From his president's chair in Guardian's new main office quarters at Main and Field, DeWitt will play a major role in this anticipated expansion.

But there was a period when the lure of a pilot's seat nearly caused him to swerve from a career in the financial world.

This was shortly after World War II, when ex-Navy Lieutenant jg DeWitt Ray took flying lessons under the GI Bill. His fascination with flying was responsible for his spending a year with Braniff Airways, as a sales representative. This was immediately after his graduation from the University of Texas in 1948, with a BBA in Business Administration.

But the tug of the business world with which he had been familiar since boyhood finally pulled him back. As a result, DeWitt abandoned his ideas of a career in aviation, appealing though it may have been.

He still flies occasionally, but it's generally confined to weekend trips with his family in his father-in-law's plane.

In recent years, however, skiing has become a substitute of sorts for flying. It's a sport he took up after turning 30.

"I decided that if I were going to start," says DeWitt, "it was then or never."

Both he and his wife try to spend some time each winter on the ski slopes of Colorado. The two Ray youngsters are still a bit too young to join their parents—but DeWitt says it won't be long.

These ski trips—together with occasional fishing or hunting forays—pretty much constitute his opportunities to get away from the pressure of business and civic work.

DeWitt devotes a good deal of time to civic interests. He is currently involved in the University of Dallas Operating Fund Campaign. He also continues to be active in Community Chest and Red Cross Drives—and in the operation of the Texas Research Foundation at Renner.

In addition, DeWitt is a member of a number of social clubs and is an ex-Jaycee.

Admittedly interested in trading, he can look back on what was possibly his biggest trade: the exchange of a career in aviation for one in business.

And if he had no reason for regret, neither does Dallas.

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★ Gain in Life Insurance In Force	\$ 402,774,144.00	8.5%
★ Total Life Insurance In Force	\$2,355,689,657.00	20.6%
★ Accident and Sickness Premium Income	\$ 14,991,611.27	17.2%
★ Total Income	\$ 42,899,043.98	13.6%
★ Total Assets	\$ 97,432,772.64	7.4%
★ Capital and Surplus Funds \$	7,227,540.63	19.4%

Benefits paid during 1959 \$25,998,701.32

Benefits paid since organization \$132,671,296.17

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BOOKS FOR BUSINESSMEN

The cavalcade of American business, a-glitter with arresting stories and anecdotes, has been the subject of reportage during the last seventy years by the *Wall Street Journal*. Charles Preston has gathered the most interesting, the most unusual of that reportage into *The World of the Wall Street Journal*, a reader's hash of feature articles, slices-of-life, cartoons and editorials. The writing is always good, often excellent, never dull. You can't miss with this compilation, whether you're reading for background, information or kicks.

Aimed at the serious investor, *Investing in American Industries* is an industry-by-industry analysis of financial opportunities and outlook. Editor Lester V. Plum calls on a number of investment experts to do the observing and sooth-saying. Obviously intelligent and authoritative. Whether it will help you make a killing during the sixties is anyone's guess.



Emerging from the quill of David Granick is *The Red Executive*, subtitled "a study of the organization man in Russian industry." Author Granick, professor and former Economic Affairs Officer in the UN Secretariat, anchors his work in a decade-long study of iron-curtain economics, and on interviews with managers while visiting Russia. He finds Red management techniques similar to ours, but discovers their problems focus on purchasing and production, as contrasted to ours which center on labor-saving and sales. Interesting, but not essential.

Time and *Newsweek* journalist Osborn Elliott offers biographical close-ups in *Men at the Top*. The author, himself, says "This is not a scientific book, nor is it statistical." It is an attempt to report how

American business and industry leaders live, what their views are, and how they meet their problems. These top-notchers do not lead dull lives. They work hard, travel much, compete toughly and often clown. Honest reporting makes this a good book.

Samm Sinclair Baker's *Casebook of Successful Ideas for Advertising and Selling* is just what the title says. It's not revolutionary; it's not startling; but it is a good source from which admen might cop a few ideas. Remember, minor poets imitate, great poets steal.

In *Higher Education for Business*, Robert Gordon and James Howell contend that formal education is not doing an adequate job of training the student for business life. Convincing. The water is fairly deep here, but educators and personnel-recruitment people will want to jump in.

Inside the U. S. Patent Office, by Harry Kursh, relates the history of the Office, describes its organization and routines. Inventors and patent attorneys will find this interesting.

Markets of the Sixties is a compilation of articles reprinted from *Fortune* magazine. It predicts what will happen to the character and size of the population, what shifts will occur in the economy, and what will evolve in technology during the sixties. Carefully researched and written, this is a necessary item for enlightened business planning.

The trappings of security can often become a source of frustration to an employee of a large corporation. *Life in the Crystal Palace* by Alan Harrington, who formerly worked in a fringe-benefit haven, describes the paradox of getting what you think you want.

Insurance plans, blue chip stocks, Musak, catered luncheons — all are as enticing to the worker as the Sirens who lured Ulysses from his course. The dangers are subtly hidden, but they are there. People in idyllic surroundings lose initiative, individualism and the courage to leave in favor of a more demanding job.

Harrington lambasts the devious screening processes practiced by corporations and their industrial psychologists. Their aim, he says, is to tailor a man to fit into an unalterable slot. There is no room for creativeness. In the *Crystal Palace*, ideas are developed not by individuals, but by



groups. Collectively, the groups receive the merits, or the blame.

Life in the Crystal Palace is revealing and absorbing—and a little frightening to those businessmen who value individualism in preference to security.

I don't know what a radioisotope is, but scientific researchers do; and they will be interested in **Radioisotopes for Industry**, which surveys current applications, and which will likely suggest further uses to the imaginative. The authors are Robert S. Rochlin and Warner W. Schultz who are nuclear scientists at General Electric.

How, what and why executives are paid is the subject of study in **Executive Compensation**. For personnel managers and economists only. Dull, but informative.

In **Professional Practices in Management Consulting**, the Association of Consulting Management Engineers analyze and explain the practices of reputable management consultants. Top management, take heed.

by **Wyman Jones**

Science and Industry Department
Dallas Public Library

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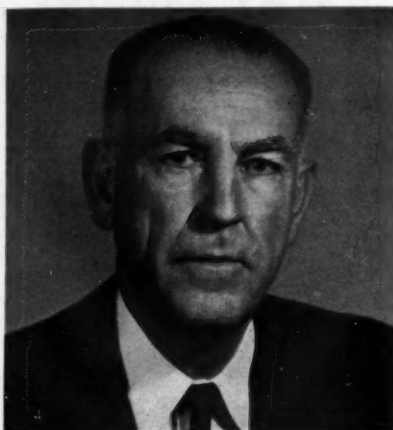


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APPOINTMENTS AND PROMOTIONS



CHESTER E. BRADLEY, SR., formerly senior vice-president of Great Southwest Warehouses, Inc., has been named president of the company. Other officers include **J. C. ASPINWALL, JR.**, executive vice-president; **R. E. ABERNATHY, JR.**, vice-president; **C. E. BRADLEY, JR.**, vice-president; **W. C. HUDLOW**, vice-president and treasurer; **REAGON WAS-KOM**, secretary, and **ANGUS WYNNE, JR.**, director. Mr. Bradley, a graduate of Rice Institute, first joined Dallas Transfer in 1938. He has been a leader in national warehousing and distribution activities for many years and was vice-president and associate manager of Dallas Transfer and Terminal Warehouse Company prior to the founding of Great Southwest Warehouses — a merger of Dallas Transfer, Interstate-Trinity Warehouse Corporation and Great Southwest Distribution Center. Mr. Bradley is a past president of the National Furniture Warehousemen's Association and of the Southwest Warehouse & Transfer Association. He is presently serving as a director of the Common Carrier Motor Freight Association and of the Southwestern Motor Freight Bureau.

★

DR. MARTIN STOWELL BUEHLER and **ROGER W. REYNOLDS** have been named officers in American Life Insurance Company. Dr. Buehler, a practicing physician in Dallas for many years, has been named vice-president and medical director of the firm. Mr. Reynolds will serve as vice-president and group coordinator, working in the area of group life insurance plans for industry. He has been in the insurance field for the past ten years, and during the past nine has been associated with Great-West Life Assurance Company in Dallas.

FORREST A. GARB has been elected a vice-president and director of H. J. Gruy and Associates, Inc., Dallas-based petroleum and geological consulting firm. Mr. Garb, a Texas A&M College graduate, has been with the firm since 1957. He previously worked with Magnolia Petroleum Company in off-shore drilling on the Louisiana coast and with Socony Mobil as a reservoir engineer in Eastern Venezuela.

★

MILES MIDDOUGH, veteran television producer-director, has been appointed manager of production of Motion Pictures, Inc., Dallas producer of business and industrial films. Mr. Middough comes to Dallas from Hollywood where he was producer for the commercial division of Hal Roach Studios. He previously was director for the Paramount Television Network, major West Coast chain.



G. WILLIAM SCHERMERHORN, former Dallas insurance man, has been named managing director of Fleetwood Square, the three million dollar complement of three buildings designed to house and showcase the construction industry in Dallas. Mr. Schermerhorn will oversee operations in the five-story Fleetwood Tower, the office-exhibit building. He also will coordinate operations for Fleetwood Terrace, the theater-auditorium, with the manager of Fleetwood Fountains.

★

HENRY H. BEESON has been appointed to the newly-created position of natural gas coordinator for Mobil Oil Company operators throughout the United States. Mr. Beeson first joined the Mobil organization in 1946 as assistant manager of Magnolia Petroleum Company's Natural Gas Department. He holds a bachelor's degree in chemical engineering from Iowa State College.

Appointments and Promotions—



JOSEPH M. DEALEY, son of E. M. (Ted) Dealey, has been elected president of The Dallas Morning News and WFAA television and radio. Other top-level management changes include **JAMES M. MORONEY, SR.**, elevated from senior vice-president to vice-chairman of the board; **H. BEN DECHERD, JR.** and **JAMES M. MORONEY, JR.**, named vice-presidents; and **JOE A. LUBBEN** advanced from vice-president to senior vice-president. Four new directors were added to the board: **D. GORDON RUPE**, **SOL M. KATZ**, **A. EARL CULLUM, JR.**, and **JACK B. KRUEGER**.

★

W. W. SALMON, vice-president, Southern Trust and Mortgage Company, Dallas, has been appointed to serve a two-year term as a member of the Region V Voluntary Home Mortgage Credit Program of the Housing and Home Finance Agency, Washington, D. C. This committee has jurisdiction over the Program in the states of Arkansas, Kansas, Louisiana, Missouri, New Mexico, Oklahoma and Texas.

★

CRAIG MILLIS has been elected president of Cowles & Company, Inc. Mr. Millis, a registered professional engineer, has been associated with Cowles for eleven years and has been vice-president of the firm since January, 1958. He is past chairman of the North Texas Section of the American Society of Mechanical Engineers.

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Appointments and Promotions—

K. P. DOWELL, manager of the service engineering department of Texas Instruments Incorporated's apparatus division, will direct a new department serving the growing market for large radar systems in defense and civil air traffic control. **A. L. COULSON**, formerly vice-president in charge of marketing at the Ford Instrument Company, a division of the Sperry-Rand Corporation, will succeed Dr. Dowell as manager of the service engineering department.

★

NOBLE HICKSON has been appointed industrial sales manager of the Dallas Coca-Cola Bottling Company. Other appointments in the reorganization of the firm's sales department include **JOHN MCKISSOCK** and **JOE COLLINS**, named as area sales managers and **JAMES V. APPLE** named administrative assistant to the general sales manager. **ALVIN HOCUTT** was appointed industrial representative.

★

GAYLE L. BLAIR has been elected vice-president, and **PAUL SCHNEIDER** assistant vice-president of Merchants Factors Corporation of Texas. Mr. Blair has been active as an accountant and credit specialist in various fields for the past 15 years. For the past ten years, Mr. Schneider has been associated with a New York factoring concern and is a specialist in the apparel industry.

★

J. E. McGEATH has been named manager of operations of the recently-expanded Magnolia Pipe Line Company. Mr. McGeath formerly was assistant manager of the company. In other key personnel appointments, **S. L. WESTLAKE**, formerly manager of mechanical and civil engineering, becomes manager of pipe line development; and **C. M. BRECHELSEN**, formerly manager of the eastern pipe lines division, has been named manager of engineering.

★

W. F. WHITEHURST has been appointed to the board of directors as secretary-treasurer-comptroller of Zenith Cleaners. A native of Dallas, Mr. Whitehurst has a B.A. degree in accounting and is a C.P.A. Other Zenith Cleaners officials and directors elected were **MRS. T. E. MILHOLLAND**, chairman of the board; **MRS. KNOLAN BERTUCCI**, executive committee chairman; **ROBERT K. BERTUCCI**, president; **JAMES F. MILHOLLAND**, vice-president; and **ROBERT H. DEDMAN**, member of the board.

DALLAS • APRIL, 1960

Appointments and Promotions—



R. F. (BOB) SANFORD, in charge of sales for Red Ball Motor Freight, Inc., Dallas, since 1953, has been promoted to vice-president-assistant to the chairman of the board. In this position, he also will be in charge of public relations for Red Ball. Mr. Sanford is a well known figure in the trucking industry, having been in the business since 1931. He has varied experience in all phases of motor freight transportation and has been particularly active in traffic and sales.

★

BENJAMIN H. CISCEL has been appointed general manager of Vought Electronics, a Chance Vought division that is active in several major missile and aircraft programs. Mr. Ciscel holds a Bachelor of Science degree in electrical engineering from the University of Wisconsin and a Master of Science degree from the Massachusetts Institute of Technology. Before joining Vought Electronics, he was senior vice-president and member of the board of directors of Electronics Specialties Company of Los Angeles.

★

FREDERICK O. DETWEILER has been elected to the board of directors of Southwestern Life Insurance Company. Mr. Detweiler, president of Chance Vought Aircraft, Inc., also is a director of Texas Bank and Trust Company and Dallas Power and Light Company.

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FINANCIAL POSITION AS OF DECEMBER 31, 1959

ASSETS

United States Government Bonds	\$ 925,034.61
Municipal, Public Utility and Corporation Bonds	1,985,573.66
Preferred and Common Stocks	933,497.80
First Mortgage Loans on Real Estate	8,320,875.70
Home Office Building	1,751,977.27
Investment Real Estate	71,230.63
Cash	478,343.19
Policy Loans and Notes	613,982.46
Accounts Receivable	26,690.39
Life Premiums in Course of Collection	306,341.12
Accident and Health Premiums in Course of Collection	248,127.89
Interest and Other Investment Income Due and Accrued	71,337.67
TOTAL ASSETS (Note)	\$15,733,012.39

LIABILITIES

Policy Reserves—The Amount Determined in Accordance with Legal Requirements, Which Will, with Future Premiums and Interest, Assure Payment of All Future Policy Benefits	\$10,223,872.81
Policy Losses and Claims Not Completed or Reported	698,550.34
Premium, Interest and Rental Income Received in Advance	31,469.76
Reserve for Taxes Due and Accrued	253,466.46
Reserve for General Expenses and Other Liabilities	620,259.24
Mandatory Security Valuation Reserve	215,805.64
Amounts Due on Reinsurance Contracts	4,538.22
TOTAL LIABILITIES	\$12,047,962.47

CAPITAL

Capital Stock	\$ 300,000.00
Unassigned Surplus	3,385,049.92
TOTAL CAPITAL	\$ 3,685,049.92
TOTAL LIABILITIES AND CAPITAL	\$15,733,012.39

Note: Other Assets totaling \$1,012,622.83 having real value to the Company have not been included in the foregoing statement, in accordance with reporting methods established by state insurance departments.

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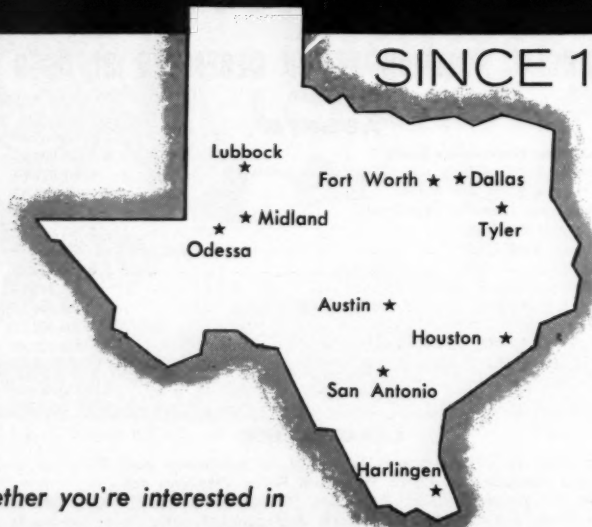
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Appointments and Promotions—



ROBERT W. SNIPES has been named sales manager of Engineering Supply Company. Mr. Snipes, whose entire business career has been in the electronics field, has been manager of ESCO's electronics department for three years and in sales for the company for six years. He holds a Radio Telephone license and is a member of the Institute of Radio Engineers.

★

JAMES N. HEISKELL, JOHN V. GOOLSBY and **JOHN F. KNIGHT** have been named vice-presidents of Republic Insurance Company. Elected new officers are **JAMES M. HAYDEN**, secretary and **GEORGE J. ELMORE**, assistant treasurer. Promoted to assistant vice presidents are **PAUL H. AWTRY**, **SAM S. MALOSKY** and **RALPH L. PRICE**.

★

WEBB B. COOLEY has been named manager of Mobil Oil Company's southwest ad valorem tax area, with responsibility for property tax work in fifteen states. Mr. Cooley formerly was ad valorem tax manager for Magnolia Petroleum Company. He will continue to headquarter in Dallas.

★

GEORGE A. McCULLEY has been named secretary of Stekoll Petroleum Corporation, and **RONALD M. HAWKINS** has been promoted to vice-president and treasurer of the firm. Stekoll also has added two new executives — **B. FRANK HARRISON**, vice-president, finance, and **HERBERT B. PIER**, controller.

★

CLYDE (ANDY) ANDERSON has been named area sales manager for Storage Equipment Company, located at 140 Leslie Street. A native Dallasite, Mr. Anderson has had over twelve years of sheet metal experience in the Dallas area.

Appointments and Promotions—

BARRY OAKES, who was named administrative vice-president and general counsel of the Republic National Life Insurance Company of Dallas at the company's annual meeting last March, has been advanced to executive vice-president. Mr. Oakes joined Republic in 1958 after serving as associate counsel of another large life insurance company. **REX BEASLEY**, who has been vice-president in charge of home office operations, will take on additional responsibilities with his new title of vice-president and coordinator of home office operations. **JOHN FOX HOLT**, who joined the company last October as vice-president and associate general counsel, now becomes vice-president and general counsel. **THOMAS G. NASH, JR.**, has joined Republic as assistant general counsel, and **JESSE A. SANDERS, III**, who has been serving as assistant vice-president in the securities department, has been named vice-president of this section of the investment division.

★

TAYLOR BOYD II has been advanced to assistant vice-president and **NEWELL JOHNSTON** has been promoted to assistant cashier of the Texas Bank and Trust Company. Mr. Boyd had been with the Federal Reserve Bank before joining Texas Bank and Trust in 1952. Mr. Johnston has been with the Texas Bank since 1957. Prior to this he was secretary, treasurer and controller of Texas Housing Company.

★

W. H. (BILL) WOOD has purchased a stock interest in Cottingham Bearings and Service, a Texas corporation serving the replacement market in the bearing, mechanical power transmission and lubrication fields. Mr. Wood will assume the post of general manager of Cottingham's Dallas operations. For the past six years he has been a sales representative in the bearing industry.

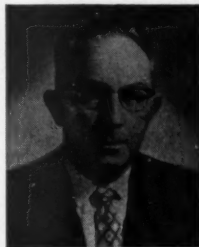
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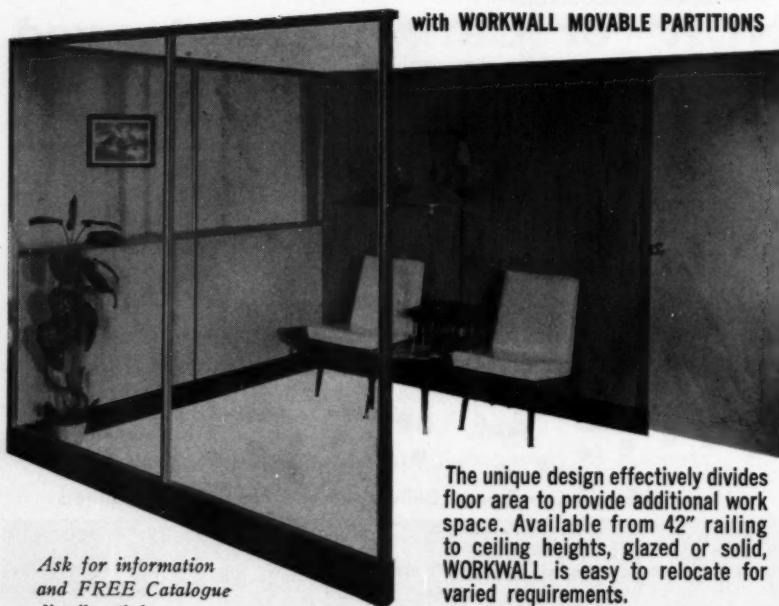
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Appointments and Promotions—



H. A. DIETRICH, vice-president and manager of Burgess-Manning Company's industrial silencer division, has been transferred to Dallas from Libertyville, Illinois, former headquarters for the division. A veteran sales executive with the company, Mr. Dietrich joined the acoustics division of Burgess Battery Company in June, 1935. That division later became the Burgess-Manning Company. In other changes, **CARL READ, JR.**, the company's Dallas office manager, has been appointed advertising manager.

★

ELMER GARNSEY has been named vice-president in charges of sales for Trinity Steel Company, Inc. Mr. Garnsey, a Harvard University graduate in industrial relations and psychology, for the past four years has been southwestern sales manager for a firm in the same field. Before that, he handled sales and was a consulting engineer for manufacturers of processing machinery.

★

F. P. MIMS has been elected vice-president of the Cross Country Life Insurance Company, the new Texas life insurance subsidiary of Allstate Insurance Companies. Mr. Mims, manager of Cross Country's home office in Dallas, also is regional manager of Allstate.

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DALLAS • APRIL, 1960

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Alfred W. Anderson Jr.	Eppler, Guerin & Turner	Representative
A. Nicholas Brosius	Republic National Life Ins.	Manager, Tabulating Department
James D. Bullington	Traders & General Ins.	Personnel Manager
William E. Burford	First Citizens Bank	Assistant Vice-President
C. B. Bryant	First Citizens Bank	Assistant Cashier
Clayton Dowdy	Bearing, Chain & Supply Co.	Sales Engineer
Bill Dowell	Eppler, Guerin & Turner	Representative
O. J. Finney	Southwestern Life Ins.	Real Estate Officer
A. Y. Foster	Mobil Oil	Assistant Manager, Accounting and Service Center
Thomas E. Hays Jr.	First National Bank	Assistant Cashier
Shelby R. Henson	Lone Star Boat Co.	Superintendent
John H. Miley	Stanco Company	Special Representative
Robert S. Miller	Eppler, Guerin & Turner	Researcher
M. Dale McClure	Delhi-Taylor Oil	Wage and Salary Administrator
Earl McGill	Skinner Brothers	Assistant Sales Director
W. T. McWeeney	Ordway-Rutherford Co.	Vice President
Arnold G. Muehlenthal	Wholesale Office Machines Co.	Sales Manager
Ben Parks Jr.	Cambell & Campbell, Realtors	Representative
James W. Ragsdale	American Airlines	Public Relations Representative
Marshall Rousseau	Neiman-Marcus	Manager, Direct Mail
James L. Rumsey	Delhi-Taylor Oil	Administrative Assistant
D. C. Ruth	Oak Cliff Savings & Loan	Assistant Secretary
Tom E. Sargeant	Southwestern Life Ins.	Loan Officer
John C. Scurlock	First National Bank	Assistant Cashier
Sam N. Sharp	First National Bank	Assistant Cashier
H. H. Skaggs	Southwestern Life Ins.	Associate Loan Officer
David W. Soelter	Mercantile Security Life	Security-Treasurer
Elizabeth Spinks	Mercantile Securities Life	Assistant Secretary-Treasurer
Jack Steele	Reynolds-Penland	Manager
Layden L. Stroud Jr.	Massachusetts Indemnity & Life Ins.	General Agent
Kenneth L. Topletz	Byer-Rolnick Hat Corp.	Assistant to President
Bonney D. Wantling	Republic National Life	Assistant to Vice-President
John P. Yates	Ford Motor Company	Comptroller

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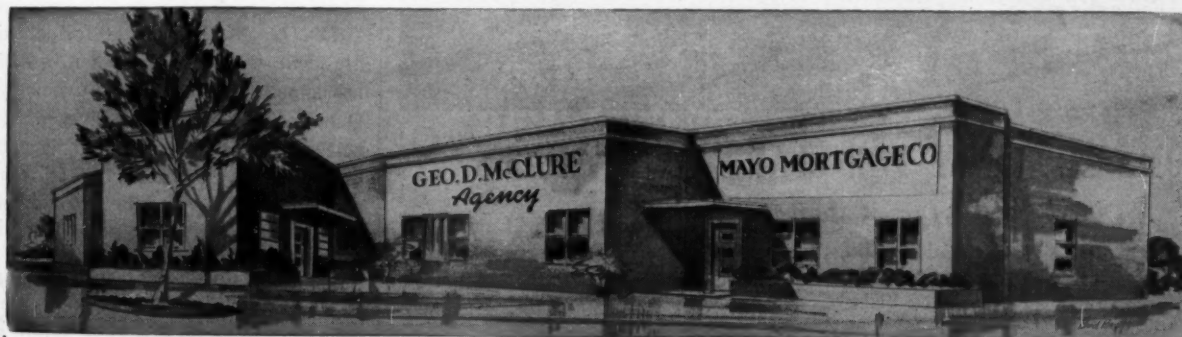
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Appointments and Promotions—



STONE

SIMMONS

ROBERT L. STONE has been advanced from manager of fountain to vice president-fountain of Dr Pepper Company, and **JOHN C. SIMMONS** has been promoted from advertising manager to vice president-advertising. **WILLIAM E. TULLY**, controller and an officer in the firm, has been named to the company's operating staff, and **WILLIAM H. ROBERTS**, franchise department representative, has been appointed manager-franchising.

Vice presidents **H. M. BROWDER** and **ERNEST F. MARMON** have moved into new assignments. Mr. Browder, vice president since 1958, has been named to the newly-created post of vice president-operations. Mr. Marmon, formerly vice president-franchising, has been advanced to vice president-assistant to the president.

Three new members were elected to Dr Pepper's board. The new directors, **ROBERT B. CULLUM**, **H. M. BROWDER**, and **JACK C. VAUGHN**, are Dallas residents widely known in the Southwest through their various business and professional affiliations.

★

JOHN G. BURNETT, a former vice-president of Rogers & Smith Advertising, has joined the Tracy-Locke Company in Dallas as an account executive. Mr. Burnett has been advertising manager for Braniff Airways, assistant advertising manager for Life Savers, Inc., and creative chief on Bristol-Myers' export advertising. A native of Dallas, he is author of the novel, "Company Man." **HOWARD FISHER**, former vice-president and account executive of Rogers & Smith, also has joined Tracy-Locke. Mr. Fisher has been active in Dallas advertising for the past six years. He is a member of the board and past president of the Association of Broadcasting Executives of Texas.

Appointments and Promotions—



BEVEL

HOLLOWAY

MRS. BETTY BEVEL, co-founder of Bevel Associates, Inc., Dallas and Fort Worth advertising and public relations firm, has been elected chairman of the board and treasurer of the agency. **PHILIP L. HOLLOWAY**, formerly executive vice-president, has been named president. Other officers are **CHARLES HAMILTON**, vice-president and **MISS PAT ENGLAND**, secretary. **CARMAN G. WOLF** has been appointed to the firm's public relations staff.

★

J. WALTER HOLLOWAY, formerly administrative manager, sales, and **JOE R. STREET**, former executive representative, Texas Employers' Insurance Association, Employers Casualty Company and Employers National Insurance Company have been promoted to regional sales managers. **ROBERT E. WAINSCOTT**, formerly a sales director of the companies, has been named administrative manager, sales; **ROY CHEATHAM**, also a former sales director, has been advanced to sales director; and **D. ELWOOD ALLEN** has been named executive representative to solicit business of out-of-state firms which have operations in Texas. **ALTON THOMAS**, manager of accounting services division of the comptroller department, has been elected assistant treasurer of Employers Casualty.

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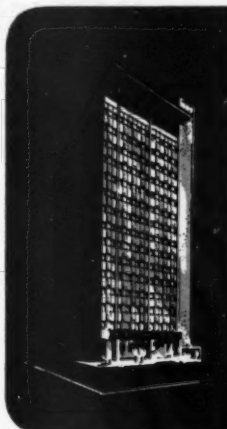
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in Texas
Opened Dallas Store in 1872
- 1872** Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment
- 1874** Bolanz &
W. C. (Dub) Miller
Real Estate and Insurance
- 1875** Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution
- 1876** Trezevant &
Cochran
Insurance Managers
- 1885** Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs
- 1889** J. W. Lindsley
& Company
Real Estate and Insurance
- 1892** The Egan
Company
Printing, Lithographing, and
Embossed Labels
- 1893** Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage
- 1897** Anderson
Furniture Co.
Dallas' Oldest Furniture Store
- 1895** Rudolph's Mkt. &
Sausage Fac., Inc.
Quality Meats
- 1898** Etheridge
Printing Company
Printing, Lithographing, Engraving,
Office Supplies



BELCHING smoke and hissing steam, the ponderous "pumping billy" of a half-century ago, carried a combination of sight and sound that would even "send" beatniks of the present generation. In 1903, in the days when most every Dallas boy knew the names of his favorite fire-horses at the neighborhood fire station, I. Jalonick organized the Commonwealth Fire Insurance Company of Texas. Its first offices were in the old North Texas Building, now the Maurice Hotel at 909 Main Street. In 1908, the company moved its headquarters to the corner of Austin and Commonwealth in Highland Park. It was the fourth structure in Highland Park and the only commercial structure in this area until Highland Park Village was built years later. A second and third company was added to this group after 1911, and these companies referred to themselves as the "Texas Companies". In insurance circles they were referred to as "The Little Texas Companies". From this modest beginning of fifty-seven years ago, The Republic Insurance Company has grown to be the largest capital stock fire insurance company in the South. In addition to its Dallas headquarters at 2727 Turtle Creek which it occupied in 1957, it owns a fifteen story building in New York housing its Eastern Department and has a Pacific Coast Headquarters in Los Angeles and a Central Department in Chicago. Today, Republic Insurance has assets of more than \$47 Million and its wholly owned subsidiary Vanguard Insurance Co., has assets of almost \$6 Million. These companies operate in 32 states and their insurance lines includes a complete variety of coverage.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

- Established 1899** Seay & Hall
All Lines of Insurance
- 1900** The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907
- 1901** First Texas Phar-
maceuticals, Inc.
In Dallas Since 1903
- 1902** Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators
- 1903** Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance
- 1904** Burton & Wilkin
"Insurance Experience that Serves"
- 1906** Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders
- 1905** Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans
- 1910** Moser Co.
Realtors
Industrial and Commercial
Leases and Sales
- 1911** Graham-Brown
Shoe Company
Manufacturing
Wholesalers
- 1914** Koch & Fowler
and Grafe, Inc.
Consulting Engineers

Virginia Norman

WHAT...WHERE...WHEN

Virginia Norman, Customer Service Representative at East Texas Motor Freight's Dallas Terminal, can put the services of any ETMF employee ... anywhere ... at *your* service in moments. From swift, accurate information about time of delivery to pinpointing the location of a shipment in transit, an ETMF customer service representative is always ready, willing and capable of providing you information about your LTL shipment. At ETMF customer satisfaction means people working together... for you.

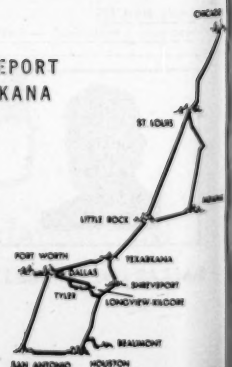
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| • DALLAS | • HOUSTON | • LONGVIEW | • MEMPHIS | • SAN ANTONIO | • TYLER |

EAST TEXAS MOTOR FREIGHT

"GREAT LAKES TO THE GULF"

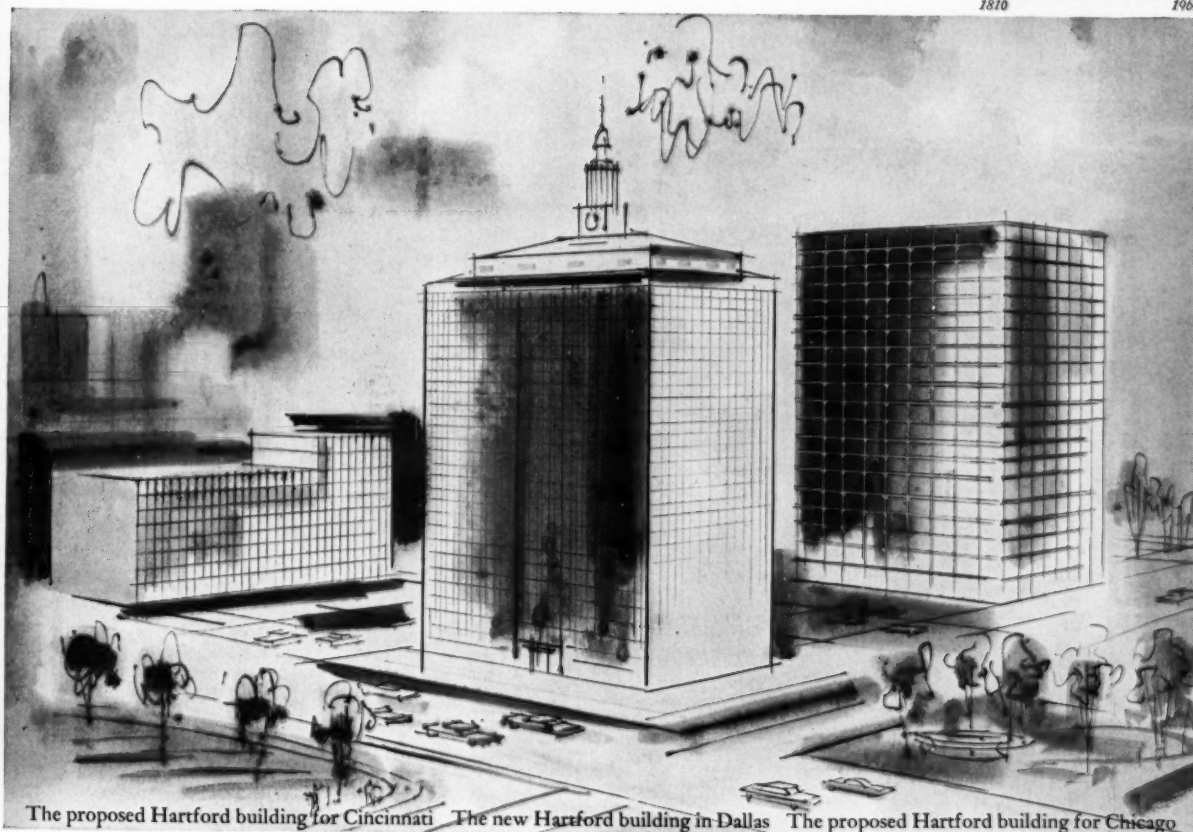
GENERAL OFFICES • DALLAS, TEXAS



Hartford... A trusted name in insurance for 150 years



Hartford Fire Insurance Company
1810 1960



The proposed Hartford building for Cincinnati The new Hartford building in Dallas The proposed Hartford building for Chicago

Building...better to serve Hartford Agents and policyholders

Bringing the advantages of "headquarters" operations as close as possible to Hartford Agents and policyholders has been basic Hartford Group policy over the years. Steps being undertaken at the present time will further serve to promote this program.

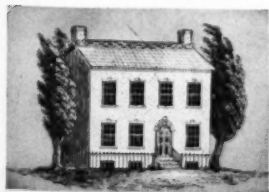
One of the big steps is the new Hartford Building here in Dallas. This new building is Hartford's headquarters for the 5-state Southwestern Department which includes Texas, New Mexico, Oklahoma, Arkansas and Louisiana.

Early next year, a new Hartford building will also be opened in Cincinnati. Later in 1961, a new Hartford build-

ing, replacing present facilities, is scheduled to be completed in Chicago.

These offices will become part of the Hartford Group network of Departmental offices, strategically located throughout the U.S. and Canada. Other offices are in Hartford, Atlanta, New York, Minneapolis, San Francisco and Toronto. All are equipped with the most modern equipment plus the personnel necessary to give prompt, complete service throughout the territory supervised by the Department.

Grass roots contact, with service for every Hartford Agent and policyholder, is part of the "Hartford Way".



In 1810, the newly founded Hartford Fire Insurance Company was housed in one room, its business handled by a part-time secretary. Today, besides its nine Departmental offices, the Hartford Group has some 200 strategically located service offices... and over 12,000 employees.

HARTFORD Fire Insurance Company GROUP

Southwestern Department • 400 North St. Paul Street, Dallas 1, Texas

HARTFORD FIRE INSURANCE COMPANY • HARTFORD ACCIDENT AND INDEMNITY COMPANY • HARTFORD LIVE STOCK INSURANCE COMPANY • CITIZENS INSURANCE COMPANY OF NEW JERSEY, HARTFORD 15, CONN.
THE COLUMBIAN NATIONAL LIFE INSURANCE COMPANY, BOSTON 12, MASS. • NEW YORK UNDERWRITERS INSURANCE COMPANY, NEW YORK 38, N.Y. • TWIN CITY FIRE INSURANCE COMPANY, MINNEAPOLIS 2, MINN.



2 Good Reasons For Mercantile Estate Planning

The children may be your own or your grandchildren. Your business may be individually owned, a partnership, or a closely held corporation. You may serve as an officer of a national firm. Whatever your position in the business world, your need for estate planning begins with those you love. Your family is the best possible reason for getting in touch with a Mercantile Man. Just tell him what you wish to accomplish. He will work closely with your lawyer,

accountant, life underwriter, and with specialists within our Trust Department to carry out your wishes concerning your business and protect your family, while minimizing taxes, through sound business management. Depending on the problems involved, your Trust Officer may work with specialists in oil properties, investments, real estate, or taxation. Whether the amount involved is large or small, your family deserves such protection. Help is as close as your telephone. Dial RIVerside 1-4181.

Personal Trust Department

MERCANTILE
NATIONAL BANK

Dallas, Texas

